

Description

Join us for an exciting episode of Camp Content with special guest Brandon Barnum! Discover the future of professional partnerships and HOA management with innovative platforms like atrefer.com and hoa.com. Brandon shares his inspiring vision, leveraging blockchain technology and personalized recommendations to pave the way for a brighter future for HOAs. Notably, he'll delve into the profound influence of his mentor, Mark Victor Hanson, on his life, and how they have collaboratively redefined business strategies.

Get inspired by his insights and experiences in this transformative episode. Let's dive in!

Quotes

"Success lies in merging your go-to-market strategy with your content. Extend invitations and form meaningful partnerships to share and inspire the world"- Brandon Barnum

"Delegate wisely to unlock high performance and productivity, creating more impactful results"- Brandon Barnum

"Focus on your skills and your strengths and let experts do the rest."- Brandon Barnum

Featured Guest

Brandon Barnum

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Book a call with Molly: Discovery Calls

Molly Ruland: CEO & Founder

Matt Billman: Operations Manager

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Transcript

Molly Ruland:

Alright. Alright. We're coming in hot with another to camp content, and we are sitting today with Brandon Barnum of hoea.com. He is passionate about connecting people with solid service providers from top to bottom, from loan officers, real estate agents to service providers to warranty providers, you know, you name it. If it's around your house, He is gonna help you get there. So he has created something hoea.com that is kind of the metamorphosis of Nextdoor and Angie's List and Zillow, right, which I don't know about you, but that got my head spinning. So I am super excited to sit with Brandon today. and talk about hoea.com, and how he uses content marketing. So welcome to the show, Brandon. Thanks for joining us today.

Brandon Barnum:

Molly, my pleasure. Thanks for having me.

Molly Ruland:

Absolutely. I'm definitely really fascinated by your whole profile here. You know, after selling refer .com in 2000 and 19 with 5,000,000 users. Like, my very first question to you is, why would you sell a business that is seemingly so successful?

Brandon Barnum:

or was that always the plan with refer.com? Like, can you tell me about that journey, though? You know, you always build a business to exit that really should be the plan for anyone as you build to sell. And we were at a point where we had built up, accomplished our goals, we had done some acquisitions and really taking it where we believed it needed to go. And so, you know, after really a five year run, it was on to the next.

Molly Ruland:

Man, and how is ahoa.com different from refer.com?

Brandon Barnum:

Yeah. Very different. So atrefer.com, it was a platform for people to create a profile, but it was really all about empowering them to create partnerships with others and generate referrals with other professionals. With hoa.com, we do that too, but we focus on serving homeowners that's really the core of it. Most people know HOA stands for homeowner associations, and there's 370 1000 of them in the US. It's 53 percent of all homeowners who live in an HOA, but most don't love their HOA. So -- I was about to say links say HOA, most people are like, I don't like my -- We do it all the time. -- this that the other. They're trying to charge me for this? They won't do this. And we think there's a better way to HOA, Matt. So, you know, one of the things that we're on a mission to is to really revolutionize the industry. We think all of the voting and all the spending should be blocked chain based. And instead of Angie's list, it should be Molly's list. It should be Matt's list. You should have your team of professionals that you hire on a regular basis. And when somebody asks you who you recommend, you send them your link to your page. In that way, we all know who each other use So we've got a lot of different elements combined, and this is just a much bigger vision and plan.

Molly Ruland:

Man, that's impressive. I love that. I You know? because Angie's list is a very helpful thing for sure, but, you know, your own personal list is even better because we all have nuances and how we want things done and who we want our house and all of that. And so

Brandon Barnum:

and some of those platforms -- -- would be cool if you could see your neighbors and who they use Right? And if you were gonna hire a plumber or a painter, for example, you could see a map of all of your neighbors and see who's the top trusted painter in your neighborhood. That's what we're building.

Molly Ruland:

I love that. It's super smart. So tell me about how do you how how much of when did you formed hoa.com

Brandon Barnum:

4 years ago? So how many users do you have on your platform now? Who's my 12,000 in the database right now, but we're pre launching. Honestly, we're launching in September, and we had some major partnerships. And, you know, we've got 260,000,000 people in the database feed that we use. And so when we go to market, it'll be big quick. But right now, we're in pre launch mode.

Molly Ruland:

Man, so how are you marketing this business? How are you getting HOA? I mean, if you already have 12,000 users you're still in, like, beta. You haven't even launched. Oh, how are you marketing? Is that to the previous business

Brandon Barnum:

users refer.com, or is it totally separate? Like, are you getting in front of you? Totally separate. Part of what we've done in our model is we've built sort of that viral loop. I mean, content marketing is huge. That's what your your program is all about. And so, you know, I realized I needed to write my own book, and so I go on a lot of these podcast and create content, and I have my team that pulls content out of the book and spins that up regularly. So that's definitely a piece. We're creating different books . My mentor is Mark Victor Hansen, Chicken Soup for the Soul. So we're creating about twenty different titles over the next two years, different looks that are specifically targeted for different industries and niches. So we've got our next one raving referrals for mortgage pros coming out in October. So content marketing is definitely a part of that, but also in our platform when professionals join, the first thing that we help them do is to formalize the referral partnerships because they know a lot of people, but typically, they've never created an actual referral partnership So we teach them another piece of content. This referral partner blueprint there we go. Referral partner blueprint where we literally walk them through how did they create their trusted team and really partner with all of the people that are serving homeowners every day And so we teach them how do you identify and partner with all of the other pros that are out there in homes that already have that know, like, trust factor after? And how do you promote them, and they promote you so that everybody wins together?

Molly Ruland:

That's amazing. So I guess -- Yeah. -- my next question is, do you sleep? Brandon. They are sick at all. Like, I don't know how are you twenty books in two years? My gosh.

Brandon Barnum:

Well, the coolest thing is okay. So you're gonna love this from a content perspective. The reality is in the first book, this took me 10 years to write, realistically, because I started it, stopped, and started it when COVID hit. I'm like, okay. I gotta get that done. This book took me, like, 10 weeks because I actually had a co author that saw the first book and said, I wanna write this book with you. Right? So she came here, and I said, I've written the first book. You need to customize it for dentists. That's your area of expertise. So you take that and you customize it for the dental field. I've got the same thing right now in raving referrals for mortgage pro. I've got a \$1,000,000,000 mortgage producer who is taking the original book and transforming it, customizing it for the mortgage industry, So the beauty is I don't have to do a lot. I just have to review it and make sure that it's quality content, but I've got contributors and collaborators that are creating the content with me and for me.

Matt Billman:

It's a brilliant idea. Was it I'm sorry. Go ahead, Matt. No. My kind of just question is, obviously, we talked about the HOA stuff before. Are you kind of acting as that, or are you dealing with each person's HOA at times as well.

Brandon Barnum:

Oh, great question, Matt. So it's been phase three of our master plan. Right? But that's accelerating. So at the moment right now, we just formed a partnership with hoadmanagement.com. Okay. We're actively looking at we just are in the process of creating our real estate brokerage, which will just be a referral agency. We don't plan to hire any realtors, but -- Right. -- we've got lots of people that need help with a realtor, and so we're gonna connect them, and then we'll earn a percentage of the commission without ever showing a home, and that's standard practice in the real estate industry. So they'll be thrilled to just get more lead flow and happy to share their typical commission with us. So As far as the HOA component, right now, we're partnering with different property management companies We're looking at actually either acquiring or creating a joint venture, and we're trying to figure out right now how to uberize property management but they'll have to agree to our code of conduct, to our community standards because a lot of these property management companies don't put the homeowner and put their interest first, and that's gonna be key to our success.

Molly Ruland:

Man, I love it. I I was gonna ask you next if you were planning on buying some companies and acquiring other people's, you know, client bases in order to grow this thing as fast as you are. So

Brandon Barnum:

Acquisition is always the fastest path to growth. So, absolutely, it's part of our strategy. And then the other piece is partnership. So One of the things that we're doing right now is we're focused on partnering with some of the largest brands in the nation. We have some partnerships like we just did a partnership thumbtack. They have 250,000 home service pros on their platform that are now accessible in our network. So we'll do more collaboration

Matt Billman:

But acquisition is always part of the strategy. Absolutely. And with that, it's you who see so many on that list. I mean, granted, it was just up there for a minute, but you have, like, look like State Farm, REMAX, credit card companies, like, everything that could possibly go into. I thought I saw Home Depot too.

Brandon Barnum:

Yeah. So when you think about it, they all serve homeowners. What do those brands have in common? Yeah. They serve consumers with the highest sort of level of consumer being somebody that owns their own home. They're more affluent, more influential oftentimes, not always, of course, but as a general rule, It's a category of consumers that brands want to be in front of, and what we're teaching is hyper local social farming. hyper local. So we're creating community pages for every neighborhood in America, and then we select a realtor, a mortgage pro, a financial adviser to be that trusted expert. We do background checks. We look at their ratings and reviews. their experience to ensure that they meet our community standards, but then they become that community connector in that marketplace And then one of the cool things it is, we actually do live events. So we like cold barbecues and ice cream socials and these fun festive community connection events where the homeowners help put it on, but then our pros come and bring in resources and together they connect to their neighbors in a way that doesn't typically happen. especially not from an online company. So we're totally unique and novel in the space, and we believe that's why people will fall in love with what we're doing. For sure because it's better than getting the weekly email from the neighbor Karen that's in it that decided to take charge of everything and send out the list of complaints of what needs to be done for the No complaining guarantee. That's one of the things we love next door. We think next door is an amazing company, and they've done a great job. However, what I hear all time from people that are users of Nextdoor is that they don't love the complaining Karen's. And that's not my word, but I've heard that over and over again. is that a lot of people just go on there and complain. So ours is more of a one way. We're not creating that social media concept, but It's really us delivering content and quite frankly curating content. This is actually a key to our success, and I don't typically talk about this, since you're all about content, let's go there. We don't wanna be content creators. We wanna be the content curators. When you think about all of these different industries, financial advisers, realtors, insurance agents, they're creating content all the time. We just need to find great content, curate it and then deliver it down to the local community. So that's actually part of our strategic plan . Molly, I had a feeling you'd appreciate that.

Molly Ruland:

Yeah. For sure. Well, you know, I was just gonna say I have a lifetime ban on Nextdoor, which I'm a little bit proud of. I don't know if it's serious or not. It was a long time ago, but it was a complaining carrier. It was somebody complaining about a cancer run at the stadium that they live next to. I'm like, probably shouldn't have moved next to a stadium. Just throwing that out there, and people are dying, you know, of cancer and people are running the same, like, raising money. Right? Like like, you know what I mean? And so, yeah, it's a fine line. Right? Because it is important to have communication with your name and in your community. So I love the community events because it personalizes it. And, like, as much as Americans love to push buttons and have things show up, There's a lot of convene. We don't even have to talk anymore. We can, like, look at our phone and press buttons and a car will show up or food will show up or, like, a house cleaner. Like, you literally don't even use your voice. Right? And there's some nice,

you know, value in that, but then you miss that real connection. Because at the end of the day, those people are coming into your house. Could they see, you know, see your family, you know, in its authentic state, your home, and it's authentic. You know? And so it's important to have some trust. You know, living in Costa Rica, you know, that's even more apparent because you have to be really careful who you let into your home because you know, home invasions and crime. You know, those are very real things in a developing country. So it's even more important, hey. Who did your hot water heater or who installed your security system. Right? It is -- Mhmm. -- even more of a conversation here than would be, like, in the United. In the United States, it's sort of, like, fend for yourself for the most part or you've got, like, a Yelp or something. So it seems like you've really kinda combined the taking the worst out of those things and the best out of those things to combine it into one. And I love that community element because it really is important. At the end of the day, you know, you're your neighbors, and we should behave that way. Right? So having our ice cream sandwich or a cold beer with the people you're gonna do business with seems fantastic.

Brandon Barnum:

So -- What a concept. Right? I mean, it just doesn't happen like it should and like it used to. So Recently, I was at one of our community barbecues. There were about fifty people there, and it was so cool because I was sitting back, and I was just looking over this scene and kids were playing basketball. They have a kwonhole going. We even had a kickball game. Like, I pulled a hammy running the bases. I had, like, forty years Right. But the coolest part was I was looking around at one point, and there's music going. And I just looked around the scene, and people were laughing, smiling, and getting to know their neighbors and not one person was on their cell phone. Yeah. It's an area code. It's interesting at this time where we're more connected than ever yet, we're more disconnected than ever. And we believe that it's time to connect our communities again because that's how we make America great again.

Matt Billman:

Yeah. I I heard that. Connecting them, but you're at the same time distracting them from it. It's like -- Yeah. -- you're right to the point where you're like, you don't need to connect people. It's like you have to distract them from doing that for law. Right.

Molly Ruland:

Yeah. They forget. You know, people have forgotten the importance of the actual connection. Mhmm. So I have to ask Brandon, you are doing so much. Right? Like, all these books, all this stuff, and you mentioned your mentor. So, you know, where is your background tied into all this? Because you are definitely somebody with a lot of experience. Right? You've bought and sold companies, you know, come whatever the plural or not, but you've got a ton of life experience. And what you're doing right now is, like, very next level. It's very cutting edge. It's very smart. It's very technology forward. and that's really impressive. So where, you know, where are you getting all this inspiration and knowledge from? How do you fill that cup to know what to mean?

Brandon Barnum:

Yeah. It's a great question, man. I gotta give this guy massive credit. So if you haven't read the one minute millionaire, you need to. Mark Victor Hanson is my mentor. This man changed my life. His latest book is called Ask the Dream, the bridge from your dreams to your destiny. It's all about asking for what you want. and he's actually speaking for me tomorrow night. We're launching the Christian business alliance here in Phoenix, and he's gonna be our keynote speaker for that. So Mark's had a massive impact on my life. I hired him to be our keynote speaker for a fundraising event Nineteen years ago. And since that time, we have become fast friends. But much changed my life because he really helped me change my vision. At that time, I owned a local mortgage brokerage in Portland, Oregon, and I was really focused on Portland, Oregon. That was kind of my view and my vision of the world, and he really expanded that, and I started thinking about and made it my life's mission to uplift, inspire, and empower every person on the planet. So that's my scoreboard that I live life through, and he's just completely opened up and expanded how I think about things. He's a big thinker and having a mentor like that in your life changes things. It helps you see things you didn't see before and up your game in a big way.

Molly Ruland:

Yeah. Well, you can't read the label from inside the jar. Right? So, you know, it definitely is super helpful to have some assistance like that in mentorship. I hear your dogs in the background. I'm just amazed it's not my dog. I have four puppies, so it would have been me if it wasn't you, Brandon. So don't don't worry. So let's talk about all this content marketing because you must be doing a lot. Right? You got all these books coming out. Like, let's let's start with the books. How are you marketing that content? How are you marketing those books? It's you know, it's the base of the book, which is brilliant. I'm a big smarter not harder fan, so I love this whole theory. But now you're marketing to dentists. You're marketing to loan officers. Those are very different people. Right? You know? Like, I used to be a loan officer back in the day, my previous life. I spent thirteen years in real estate finance, actually. So one of the many hats that they weren't but they are very different from dentists. Look. Thank god. So how are you managing all these different streams of content and marketing to different people? Like, how are you navigating all of that?

Brandon Barnum:

I have teams. I mean, nothing gets done without a team. If you wanna build a great end, you've gotta hire great people. So I have a marketing team, a digital marketing director, somebody that's only managing social media, somebody that's managing content creation. But, you know, you ask about the books, and here's what I learned. Number 1, Mark you know, Mark sold over 500,000,000 books. or the Chicken Soup for the Soul series, and so this man knows how to sell books. And when I was writing raving referrals, he said, don't write a book to build a brand. And so the first book, I had a bunch of experts and influencers and, essentially, I had all of these

people, people that I know that I wanted to feature in the book, and these became our JV partners, if you will, promoting what we're doing. Right? So that's what I did in the first book. Now in the second book, I got smarter. And I went, okay. That was great. But now when I think about the dental space, who are the recommended resources? Who are all the companies that are serving dentists all day long? Right? So we started featuring them. And then the next thing I did was go, okay. Who are the influencers of the dental industry, the podcast. So here's all the dental podcasts, and I see my book is falling because I'm using it so much, but here's all the podcasts that you should be sharing. Right? And, really, we promote them, and guess what? They invited me to their show just like this. For sure. For sure. Brilliant. What is your strongest -- Build your the the mall Molly, the the message here is build your go to market strategy into your content. Right? Like, you're doing that right now. You're inviting me onto your show. Do you think I'm gonna share your show with our people? Absolutely. And this is one of the top 21 co marketing campaigns that we teach in the referral partner blueprint when you create partnerships. A lot of people just go to a networking meeting like a b and i, and they create a partnership, and then there's no action after the fact. What we've done is identified 21 different co marketing campaigns. Let's see if I can show it here real quick, that people should be using it to cross promote each other. Right? So a podcast is on that list, but it's how do you create an actual action plan so that when you've got somebody that you wanna promote, that you're going into action, you're promoting them, and they're promoting you, and content is king and queen. when it comes to cross promotion.

Molly Ruland:

I love you and Queen, because I always say Queen, but we can't leave the king out. We gotta have him both in there, so I love that. 21.com marketing solutions. It sounds like I need to get a copy of that book. I think it's brilliant. And, you know, I talk a lot about relationships. Right? And that to me is the core. It's like, you know, this is a relationship right now, right, getting to hang out with you for 30 minutes. Right? Learn more about your business. see what you're doing, get really excited about it, who knows what business I might send you or vice versa. Right? And so it's always about the strategic relationship or just relationships in general. Right? The older I get, the more I realize that your professional and your personal life is really, you know, some of your relationships. You know? If you like your clients, you like your work you do, if you like the people you work with, then that makes it a lot easier, the quality of your business. will be a lot better. And same thing, obviously, with your personal life. So what are the most effective tools that you have used? I know we've talked a lot already, like, going on podcasts. That seems like probably a big one. But what are your top three content marketing game plans or resources?

Brandon Barnum:

I should say. Yeah. Podcasts are huge, definitely. And I'm always looking for great content to curate. Again, it takes a long time sometimes to create the content, things like jet GPT make it easier. A lot of people are, you know, creating something there and then customizing it in their own voice, but that quickens the process because they're not starting with a white page. So I'm always looking for great content to just share and repurpose retweets, if you will. Although now

that it's x. I don't know if it's still a tweet. Is it? I don't know. To read the v x. Yeah. I don't know what they're -- Now that Twitter is x.com. I'm not sure. Yeah. What is that? Anyway, I think podcasts are huge, and I love live events. I mean, there's no greater thing than the power of live events. Now, again, we don't like to be event producers. We like to be event promoters. I like to partner with somebody that's already having an event and come on their stage and share what we're doing and then bring more people to the party. Part of what we're doing in building this big ecosystem is that we have a powerful promotional platform, and that should be part of your strategy. Right? No matter what you're listening to right now, no matter how big your audience is, share that with other people, partner with other people, and look for ways to give and make a difference to them, and they'll do the same for you.

Molly Ruland:

It's incredible. How many people are on your team?

Brandon Barnum:

For HOA.com, we have 25 right now. And then do you have a -- -- prior to the new kinda new c suite. In the last 90 days, I have had a new COO, CRO and CTO.

Molly Ruland:

Wow. That's a lot. That's a lot. Do you sleep, though, seriously? Like, how are you finding time to manage all this?

Brandon Barnum:

I sleep. I don't need to sleep as much now that I've got this new c suite in place. Quite frankly, my role has changed. I used to lead a morning huddle every morning at 8:30 AM, and I have about half of our team, usually around twelve people, that we would huddle up every morning at 8:30 AM, and now I don't leave that for when our COO does that. We've shifted it from a morning huddle into a by week or twice a week. And then we also have the sales team that meets in the mornings. So we've kind of shifted from 1 group to 2, but I don't lead either of those conversations anymore. So you know, my focus right now we're finishing a fundraising round, so I'm doing a little bit of that, but mostly it's promotion and partner. So I do about 5 of these podcasts a week to kind of evangelize and spread the message, and that leads to partnership opportunities. companies see what we're doing, and they're like, I want in. How do I get in? So that's the common occurrence because of content marketing.

Molly Ruland:

Well, you know, it's the authenticity of it. Right? Like, talking about chat GBT, like, AI will never be able to replace you. Right? Like, it might be able to get your brand voice, but it can't replace power of, like, hanging out with us right now and talking about your business and talking about, like, what you said about being at the barbecue and looking out you know, for years, I owned a production company. And, you know, there really is no better feeling in the world than just knowing you helped facilitate the space in the stage for something like that to happen. Right? Like, you know, for me, it was very similar. It was never about, like, being on stage and thanking everybody. It's in those quiet moments of looking back and being like, man, this is so cool. People aren't on their phones or smiling. Like, you helped facilitate some real connection and authenticity, and I think that, like, really shines through in you and your business and and everything you're doing. I'm not even in the homeownership business, but I'm trying to figure out how I can continue to work with you too because you gotta go on, Brandon. You're working hard and good for you for making that decision with the c suite. I know that it was and probably will be difficult at times, but reclaiming your life is also really important. You know? You can't work all the time. Right? Even if you enjoy it.

Brandon Barnum:

Yeah. And I coach a fair number of people both internally and externally. And I'm not a coach for hire. I do that, but just people I'm mentoring in business. And one of the things that I often say is you need to be thinking about who, not how, as an entrepreneur, our natural inclination is thinking, how do I get this done? And you've gotta be shifting your thinking to who can get this done well, high performance, high productivity, but how do you delegate more to create more results?

Molly Ruland:

I love that. I think that's excellent advice. Let the professionals do what they do. You know? We we come up against that a lot in the podcasting space because there's a lot of, like, here's to start a podcast on your own and edit it on your own and not pay anybody and get free software. And it's like, well, you know, You know? Are you gonna do your taxes and your oil change too and maybe play the violin at the ceremony later? You know what I mean? Like, at some point, you have to delegate And if you're doing a podcast for your business to represent your business, and that's not really something that you should be outsourcing to fiber, or trying to do yourself. Right? Because, like, your time is much more valuable than editing audio. Right? And -- Yeah. -- you know, People go to school for that. That's a whole career, audio engineering. And so to think you're just gonna casually do that on the side. Right? And so it's it's a prime example of outsourcing. Right? Like, let the professionals do what they do, and then instead of focusing on you know, the production, focus on who you're interviewing and why, and then the runway afterwards how you're gonna maintain the relationship and and eliminate the the the heavy handiwork yourself and let let people who can do a better job do that work. And so delegation is always really important, but can also be difficult. You know? A lot of people have a real association to their content or product or whatever. They're their babies. Right? And nobody else can do the way they do. But, you know, at the end of the day, if you want any of your time

back, you have to learn how to delegate and let people do what they're good at, including yourself. Right? man.

Brandon Barnum:

Focus on your skills and your strengths and let experts do the rest.

Molly Ruland:

Exactly one of you when you focus your skills, and then you can make more money, and then you can afford to delegate. Right? Because a lot of small businesses are thinking, of course, I wanna hire somebody who's paying for that. Right? But I think if you focus on, you know, the straightest path to the money generating some revenue, then you free up resources to be able to hire people and delegate. But you know, to your point, strategic relationships often don't cost anything at all. Right? So it's a matter of being resourceful and strategic with the relationships that you do have.

Brandon Barnum:

You got it, Molly.

Molly Ruland:

Bingo. Well, Brandon, before we go, tell people, you know, who are you looking to hang out with? Who do you like to do some more business with, and how can they get a hold of you?

Brandon Barnum:

Yeah. So we're always looking for really tops of companies that have national presence, that's our first ask, right, is we're getting introduced to the senior vice president for REMAX, for example, and So companies that have a national footprint is always First, regional second, but companies that serve homeowners, whether it's real estate, mortgage, insurance, finance, pain or plumber, franchisors are a great fit for us. So those are the types of companies that we're looking to partner with in the b to c space mostly, more than the b to b side. But as far as how they can find me, you can check me out at brandonbarnham.com. That's kinda all my links, links to different stuff. If you wanna, you know, book me for your podcast, if you're listening, you can find that there. If you have a strategic partnership opportunity, you can schedule a call with me right at bookingbrandon.com. There you go.

Molly Ruland:

That's amazing. -- links there. brandonbarnum.com

Brandon Barnum:

is kind of about. It's got different links. And within that, you'll find bookingbrandon.com which is my Calendly link.

Molly Ruland:

Well, I love it. Well, anybody listening to this would love to have you on their show because you are a fantastic guest. So Thank you for being on the show and sharing all this information about your business. It's definitely motivating me to get some work done today and focus on some of the relationships that I've been trying to curate for the last few weeks. So thank you, Brandon. We really appreciate your time, and I look forward to seeing you again soon, hopefully.

Brandon Barnum:

Thank you, Molly, and I would say thank you for doing what you're doing. You are empowering people when, you know, when I look at my vision of learning equipping every person on the planet. It's not me. It's us. We can do it together, but it takes everyone that's listening to share your voice to get out there and create your content. And together, we can make a difference and really transform this planet to be the change that we see for the world. So get out there and make a difference, and you, Molly, and Matt, you guys are doing it. So thanks for your efforts.

Molly Ruland:

Thank you. You know, our tagline is that listening is the revolution. So we're we're we're and we're heartcast media. You know what I mean? It says, well, name. Right? So I love you. I love your mission, Brandon, and I hope we can help support it in some way. Thank you. Oh, you already are. Thank you both. Have a great day. Have a blessed day. You too. Alright. Thanks for tuning in to camp content. We will check you again real soon. Thank you for all your sports with podcasts. We hope that we've found it informative and helpful. I love talking with business owners and understanding how they do things, how they run their business, what's going on, And so, hopefully, you'd like getting a peek behind the curtain as well and learn about how they're doing content marketing. That was an awesome conversation with Brandon. We're super looking forward to following up with him. and learning more about hoa.com. Maybe he'll even make Costa Rica one day, fingers crossed. So until next time, be excellent to each other. And if you found this content valuable, please consider tagging us and sharing it on LinkedIn and saying what's up, and we will respond in kind. Have a good one.