

# 095 - How to Run an Audio Summit with Anke Hermann

**Anke Hermann 00:00**

What's the benefit of cutting it off, so I don't cut it off. I don't tell people to kind of make, so, you know, like, I do want to entice people to be engaged and listen to stuff, but I don't cut it off. You know, it's just after the 12, it's your responsibility to bookmark them. You know, so I'm not gonna then keep pointing you to it, but it's there. And if you have it on your podcast app, it's there. And to be honest, you know, you're also gonna have access to the previous video, the audios that are there. So you basically get this little bonus in there, and I don't really talk about that much.

**Gert Mellak 00:37**

Welcome back to SEOLEverage.com. This is episode 95. And today, I have a special guest. And we're going to talk about all the kinds of things we share. It's a small world, not only context, but also certain, certain lives take a similar trajectory. So it's interesting. Today, we're going to talk about summits, but not the usual kind of summit, but a very particular kind. And I've just invited the person I know that knows most about this kind of summit, which is Anke, who is Anke Hermann. Welcome Anke, thank you for joining the show.

**Anke Hermann 01:12**

Well, thank you so much for having me. I'm delighted to be here and look forward to what we're going to cover up.

**Gert Mellak 01:18**

Awesome. So we got connected and we had a really, I think we hit it off on the first call. Just because we have so many things in common. So you have your business coach and coaching people more with SEO, a little bit of business as well. You're completely into tech, I used to be a software developer, you used to be a software developer. We share languages with German, English and Spanish. You're living in Spain, I'm living in Spain. So it was really interesting how, how completely unrelated lives seem to have a similar, so many things in common. And when we, when we had a really long chat, we then found out or I found out essentially that you're doing a very interesting kind of summit. And as a matter of fact, today, your Summit is going on and you seem surprisingly relaxed for being running a summit right now. Why is that?

**Anke Hermann 02:12**

Well, yes, that's, that's a great question to start this off. Because, yeah, the work's done, basically, you know. And it wasn't that much work anyway because that's the whole thing, this this kind of Summit. And I must admit, I must like I can't, I cannot take the credit for the whole concept. Like, I bought a course like somebody basically taught it. And if you want to know who that was, I can, I can find the name. But she kind of threw out that concept and I need to it all.

I'm interested because it was and I, it was a way to really jump or jumpstart your email list, or really, you know, give it a good boost by hosting a summit. But without all the stuff that makes summit annoying, right? Because like we were talking before, it's like all people get invitation for summits all the time. And I do get them and I'm like, yeah, what? Delete, delete, like, why? Because I hear summit or give away, that's even worse. You know, I hear that and it's like, oh, God, I don't have time for that. Like, my first impulse is I don't have time to time for it, it takes it requires too much of my time, it's might it might be free in terms of money, but it's certainly not free in terms of time investment. And I'm like, I don't have time for that. On top of it there'll be this like, Oh, God, they're gonna hammer me for weeks, like, Oh, you must watch this today, because it's going to run out, oh, you can upgrade and buy the VIP pass to buy recordings you'll never listen to. So on, and you cannot almost expect that they're going to be like a heavy pitch, you know, at some point. So it's information overload. There's like, this time pressure, this constant, like, you know, stirring up some FOMO there, and, and then it's just too much stuff, right? And you're not gonna really do anything with the information at all. And I'm like, Well, I don't, I'm done with those. So I don't want to sign up for those. So obviously, it's not an event that I want to host. But then it's also, I've also been a speaker on summits like that, right. And I've been part of giveaways as a contributor. And I also found that, that concept doesn't really work well, because some either, you don't really get any subscribers from it at all right? Because you're just one of 20 or 30 or 60 or whatever. And so you can tell like people like oh, yeah, they sign up for it, but then well, too much stuff not even looking at it. So you usually get very few subscribers and the subscribers you get the first time you send an email they go, 'Who the hell are you?' Like you get basically, you get like 30 people subscribing, and 28 unsubscribe. And if you're unlucky, somebody marks your spam like, so it's almost worse than not having them. And so that's also not a nice experience for the speakers. And at the same time for the host, it's a giant nightmare, because you have to hurt copies. It's like, you know, to be on top of, of 30 speakers to make sure they send their stuff and the links work and whatever. So it's a giant job for the host, as well. So now, basically, this kind of audio, Microsoft, Micro Summit takes all of these things and flips them around and does the opposite of all that.

**Gert Mellak 05:37**

You. you've talked about it already. Obviously, summits are really challenging. This is an, an audio version of it. And I want it, we're going to dive into it a little bit deeper. You've already mentioned quite a few of the usual challenges with all these. And this definitely, I think one thing we really need to take into account is this information overload. People are just really fed up with all the information they're getting, all the different things they should be paying attention to when, when they land in their inbox, and it's one summit here, is one summit there is really hard to follow. So this new version, you or a different version, you're proposing this Audio Summit, takes a lot of it that way. You've now introduced this topic, it's an Audio Summit, right? And Audio Summit and we talked about the challenges already with existing summits, I definitely agree there is just incomplete information overload. People, there are summits all over the place. And summits, especially with the pandemic, with everybody being at home, virtual summits, which is the new big thing. Everybody learns summit software, everybody was launching something as a way to, actually engage people from their home. So what is now with

this? What is an Audio Summit? How does this work? How can someone who is used to the normal video summits think about an audio Summit?

**Anke Hermann 07:03**

Well, Audio Summit is technically practically speaking, a private podcast, right? So the way it's delivered, and see, that's the thing, the whole point of it is that you can actually be away from the screen. Right? So you can, it's literally a private podcast feed. And so when people register for the summit, well, there's a page, there's a summary page that has all the information of the speakers and the gifts the speakers bring, and there is a player embedded there. So you could literally sit, you know, open that page and listen to the things there. But then there's, there's a link that you can get the whole, like all the interviews onto your podcast app, and you just listened like you're, like you'd listen to any podcast, you pop it in the car, or you take it out on your graph, or walk with the dog. And so it allows you to be away from the screen. And if you're a podcast listener, you know, like how much intimacy that creates, like when you actually don't have the distraction of the video, there is like, you actually receive more of what's being said, because it's, I mean, I discovered that when I, when I first discovered podcasts as a listener. Oh, this is really interesting. I listen to somebody a couple of times and their systems and know you. So it's very useful. It almost feels as if you're eavesdropping into a conversation that you're not really supposed to hear. And so that it has that and it has the yeah, basically you can, it's on the go, you can listen to it wherever, right and the other, the other difference is that okay, you know, there are the six audio or seven audios forever. And the moment the doors open, you go, you can literally binge listen to everything. So there's nothing, there's nobody who says 'Oh, you must listen to Gert's interview on Wednesday.', like no, you know. So I sent out an email highlighting one speaker each day to basically entice people to go back to the summit page or come back and listen, but you know, pop in and find like, check out one interview whenever it suits you. Or if you want to binge if you have a long drive, you can binge at all. And so it makes it really easy to consume and with no, it's just that it has a real relaxed feel to it for everybody.

**Gert Mellak 09:23**

I think I really liked this concept. It reminds me of a conference. This was years ago. I think this was Seth Godin doing a conference for startups, I think. And they just recorded it and put it up as a podcast. Freely available, no signup, no or you could binge listen to all the 12 episodes. So you could just do one a day. You had one thought leader essentially explaining their point of view, this was lying around there. He essentially triggered me then to buy a few of his books and roll on the course and all those kinds of things. It worked perfectly and I can definitely relate to this personal relation. I just had a person the other day on a call for SEO, where we just where he said, Look, I have the feeling I know you already, because I have been following your stuff for two years. And especially mentioning the podcast as well. I had this before on a podcast we did in Spanish on ecommerce, for example, another one we did for fitness and team etc. Where people just say, Look, I've been listening to some, to your stuff for so long. I know how this works. I know her approach, I resonate with it. So now let's see how you can help us. My personal theory about this, not sure what you think, is that we just, with this audio version, we take this person with us in a very private environment. So I'm not sitting at a computer. We do, we do also those SEO conferences, and there is brightness, SEO and there's SMX and all those

kinds of things. And we do the video streaming, I hardly have time to really attend those conferences in person, but I like to watch them. But it's painful. It's painful, because obviously sometimes they have time restrictions, then you pay for an upgrade to have access to the videos, then the videos you can't download to take them with you, you need to do the streaming. Streaming on the phone is really tedious, you might want to browse around, you can't do anything right, it's really really tedious. So it immediately resonated with this audio version. Obviously we like podcasting here, this is a podcast recording. We've just seen this works so well over, over time. And and it's it also allows you if you want to dive into someone's mindset like, like I did with Seth Godin, you just listened to all his stuff for a couple of weeks, and just get everything you want into a topic and you have the summit now on audience building where had the pleasure to also talk about the SEO approach a little bit. If I want, if I'm interested I can, I want to just want to now spend a day listening to all your stuff while I'm cooking and walking the dog and, and going in the car picking up my kids. It just makes so much sense. And sometimes I think just because someone at some point said this is the structure we need to have. People are like trying to apply this structure to every single situation without thinking what is it all really about. For us, as an SEO agency, it's about stepping is, taking a step back. And having people are exposed to our way of doing SEO with an app, with machine learning, with Zoom, AI integration, and making good decisions and not wasting their money. If someone is open to this, I want them just to listen to our stuff, I don't need even their email address. If I have it great. I can I can remind them, I don't need their email address. I have we have the podcasts, we have the YouTube, we have a lot of free material out there, just for people to actually get an idea of how we tick, so to speak, and then make an informed decision. So I want to engage with this company or I don't want to engage with this company. So I think the audio concept is a complete game changer or can be a game changer, because it just makes total sense.

**Anke Hermann 12:46**

It does. And I think what you just explained, I actually see the whole internet marketing thing go more and more in that direction. Because we also oversaturated with stuff and and people become like, you know, in the early days, having somewhere say someone say, hey, sign up for my newsletter, oh my God, how exciting, right. So then it was like oh god newsletters like oh, not another newsletter. So then people would have to get more creative. And you know, enticing people to want to come closer, right? And then we had lead magnets. And they initially were like giant books. And then it was like, you need something quicker because people don't want more books that they never read. And so I think the next phase of that is really, people want to see how you roll in a way that doesn't require any commitment from their point, like people are more reluctant now to even give you their email address. It's like your first sale. So they wanna, you need to kind of offer them something, like, prove to me that you're even interesting enough for me to give you my email address. And I think this podcast is perfect for that. Because I can like, it does not require any commitment. I don't have to give you anything, I can, I don't have to give you my time because I think it's a lot of that look, I want to have committed people in the room like you know, but it's like, if you pounce on me and request my time too soon, if you want too soon too fast for me, I'm out. You know, because if you let me, if you allow me to explore your stuff, on my own terms, I'm much more likely to lean in and I see I you know, I operate like that. And I always find people come back I just love it. That whole relaxed approach, there's no

pressure. There's no, I want to sell now so you have to be ready now. It's like people will always buy on their terms and the easier we make that I think, it's the better way.

**Gert Mellak** 14:50

I think, that's a really interesting point you raised there with the time really because obviously it's, it's different if I have if, if I can do it in my own time and in my own timeframes and everybody with, with kids with business has a really busy schedule. With or without kids, with or without business, everybody has a lot of things to do. And I think a lot of things they want to do. So having someone come from the outside and telling you Look, you need to be between 10:30 and 11:15, you need to be here, if you want to watch this video. And then you find some summits that even force you to watch the entire thing, you can't even skip it or change the speed or anything. And you just need to sit there if you want to. This is it's just so such a big force. I think, rather than chasing email addresses, what I've what I personally find more and more is that the most valuable thing I can get from someone is their time. So if I make it easy for them to assign time to me as a brand, I am winning, because they have 24 hours, they should sleep for seven, eight hours. Rest of the time they can spend with their family, or they can spend it listening to my podcast, why should I. why should I force them into a specific situation or a specific timeframe, or only give this to them once, they can't really listen to it, rewatch it, because this was just one streamed live, and otherwise you need to pay etcetera. I'm just building a lot of obstacles for someone who actually wants to dedicate time to me, right? What, what else could I could ask for then some stranger interested in what I want to sell? Ultimately, and what I want to do, they interested in what I'm doing? And they're interested to find out if if what I'm doing can help them be better off. So if they already are ready to take my time, I think this is to give me their time. It's the most wonderful thing we can we can aim at. I want to really, I think everybody is sold now on audio summits listening to this right? I'm definitely planning our own. Yep. And I know you help people with the actual implementation of this kind of thing. What does this, you're, you're having, are the author of a book called Taming the Tech Monsters? You told me you do a lot of, help a lot of businesses getting better at the tech stuff and helping them line up the tech deck and, and all these kinds of things. What does the tech look like to run such in such an audit? You said you we need a summit page? This would be probably the first first position but what else do we need?

**Anke Hermann** 17:22

Yeah, I think that was probably the last thing. I think first of all, we need well, we need somewhere to to even put it together, we need a podcast host that allows us to offer private podcasts, right? A private podcasting. Now, the one, the one that I use for it's called Hello, hello audio.fm. And the reason it's a good choice is because they allow you a kind of like a public link to the, to the private stream. So you don't have to register listeners individually. So you can I can just on my summit page, there is just like, Here, get it on your podcast app. And there's one link, right and people can then basically get, get it on the app, but I don't have to deal with individual listeners. Game changer, right. So where to host the audios, well, I record them as you will know, because you're one of the speakers. You, they, they recorded on Zoom. So there's not much there? Well, they need to be edited, right. So you need to pop an intro and an outro and maybe a little bit of music. So basically how you'd edit the podcast episode. So I use the Script

for that, I'm a big fan. And but I mean, loads of tools would work for that. So that's, that's your audio, there's your audio, you know. Then I like to create, like one minute or like 40 seconds under one minute snippets for each speaker to use for promotional because you need to entice people to want to listen to this, and even to sign up. So I quite like to take the interview and grab like a 30 to 40 snippets, to just like tease people. So I use those. So that's why I like this script, because it allows me to do the editing all along. So that's the, the production of the actual material, right, then we need to set up the registration. So you need to have some kind of like an email list. You know, people need to go somewhere. And there needs to be a page where they can register. There needs to be basically when they register, they get these emails in that sequence. Right. So we need kind of basically an email marketing system and somewhere to put pages like the landing like a registration page and the delivery page. And I think one of those critical things that are isn't talked about an awful lot, is we need to keep organized. You know, so now I'm like, I'm a big, big fan of ClickUp, but I mean whatever you use. It's because you have three processes to manage. And host account thing, like one is the part where you invite your speakers, right? When you think, okay, who would I like to have here? And, okay, what do they need? What information do they need? What do they need to send me. So that's a process you need to need to manage. It doesn't have to be it's not complex, you just have to think about it and think think it through. And the next part is, okay, manage the editing and the whole, like, okay, everything's quick producing the material, you also need to send, you know, swipe files and things, because the whole point of it, the reason this is so useful to grow your audience, is because the speakers commit to promoting the summit to their audience. So it's basically the speakers who bring your new subscribers. So that's why I think, well, we should, we should talk about that, like how to even choose the subjects and the speakers, because that's really crucial for the success of it all.

**Gert Mellak 21:03**

I think there's a good a good point, I just found that we have something else in common, which is ClickUp. Really, really interesting. This is, you're raising an interesting point. Everybody thinking about the summit, they think the summit is like the lead magnet. So they think this is the lead magnet, and people are going to go crazy, because I'm hosting an SEO Summit. Now everybody's going crazy because the summit is so attractive that people freely given give up their email address in order to participate in this great unique summit with all those great speakers. What is wrong?

**Anke Hermann 21:41**

Totally wrong. Nobody cares. You know, to start with nobody cares. Like, it's literally it's one more thing that floats past them. So I think it is a brilliant way to grow your list, because that's the thing, you get access to other people's audiences, in a way you never normally like, you don't get access to that many people all at once. But you do. And that's the third process, you have to manage, you know, in ClickUp whoever is to the promotion of it all, because you can't, I mean, at least I don't say well, okay, here you go speakers, you go and promote. Well, I promote the life out of this right. And I pay a lot of attention to, like, I always look at this through the lens of like, literally towards, like very much in line with what you said, it's like, I'm keenly aware that people's time and attention is precious, and I have to earn it, I cannot just expect it.

So I need to give people something that makes them want to spend their precious time with me, or my speakers, basically. So I will go in and, and tell stories, I use them those snippets, to entice people to say, well, here's the here's something that is worth your time. If you're this, this is worth your time. Right. So and I basically promoted throughout the whole like to a week before and the whole entire week. So I have a two week window, where I really put a lot of effort into promoting this, right? In all different, from all coming, from all different angles, highlighting, like also, see I, I kind of feel as a host, I serve two groups, it's about the audience. But it's also I want to give the stage to my speakers, right? I'm gonna go and I'm tagging them in post, I want to give them exposure as well, because that's the other part, you build that relationship with the, with the speakers. And for this whole thing to work, before you even think of Hello FM audio and the Script and ClickUp. You want to really think about what should the topic be? And I think the more narrowly defined and precisely defined your topic is, the better. You know, like one of those summits was like, oh, you know, get people from talk about relationships and the buying and business and SEO, it's like, no. You know, it's like, if it's like, okay, how to grow your audience, because you planted one need for. One, you're gonna basically yell in a vacuum. And so it's a very specific, it addresses a very specific problem that directly leads into the services I provide. The speakers are offering complimentary services, like that's important. You don't want to have other like, everybody offers the same thing. And everybody holds back because they look at the other people as the competition. So the plan is to have a group of speakers who really come at this topic from, through the lens of their specialty, and it's complimentary, right? And the topic needs to be something that leads into the services I offer. So audience building for me is a perfect topic. You know, like your message, sales conversation could be another one like a whole bunch of topics I can choose. But this is just one that's really raw and because people totally underestimated and not, not really understand it well enough. So it's that's why I'm running the same one on this second one on the same topic, but it's really, that's the crucial part of it. It's like with the podcast. If you don't have a solid concept for it and a solid intention and why this is worth somebody's time, they won't be worth your time either, right? So I think that's really the key of it, to see well, and then you also need to make sure you invite speakers who actually have an audience, that is also your audience, right? You know, when I first, when I first did, when I did the first one, and I told, you know, friends, and it's like, oh, you know, I'm gonna do this Audio Summit. And you know, how many people go, 'Oh, my God, I can be speaker on your Summit'. And I'm like, No, you can't, you have no audience. You want to ride off mine, you know, like, I'm not doing all the work so that you get access to my audience, and you bring nothing to the table, right? So it's like, you have to also look at people, you don't have to filter people out, or you must have 10,000 audience, like you don't have to be that strict. But if you invite people who have an audience, well, then that's fine. Like, that's your choice, because then no new subscribers will come in from that from that speaker. If you're okay with that, if you think the speaker alone, and the topic they cover is enough for you to attract new people, well, it's not a right or wrong decision, it's just needs to be a conscious decision. The whole concept works on the basis that you host it, you give people and that's the thing for speakers, you're one of six or one or seven, or one to five, you actually get seen. You do not want one of fifty. It's so, so it's um, you get people stage, but the deal is that they help promote the event, right? So often, the speakers promoted, too. You don't want to have your whole summit with speakers who do not or cannot promote, and cannot bring when people into this whole into this whole ecosystem,

**Gert Mellak** 26:55

You have been raising quite a few points here. And I want to summarize a little bit. So I really like that you split this out into three different parts in your organization. So apart, the summit is a lot of, whoever has organized an event, or even a webinar or something like this knows there's a lot of organization to be done, you want to either have a really good structure or work with someone like you in order to help you with setting all this up. Because there's quite an administrative work behind all this, setting up all the templates or they take the audio, setting up the page, to copy, a lot of things, it's a project on its own. But you essentially say Okay, on one hand, you invite the speakers, the speakers are the real value for you, as the host of the summit, because you get access to their audiences. As a speaker, every one who is spoken on at some event knows this plays a little bit on your ego and you kind of liked that you were invited to a summit and obviously, even though this person might not be like your ideal client, or whatever, but they still expose you to an audience you don't have on your end. And they ran the the promotion bell for you. So you kind of very inclined to do these kinds of things because you never know, I personally know that most summits and most podcasts I have spoken on have had some sort of feedback, even if it's two years later. But there is a value in being a speaker on a summit, even if it's a small or very large, especially when it's a small one because the audience is more selective. And then for example, I really liked how you prepared me for your audience. And they said, Look, my audience, this is the level they have. This is the experience they have with SEO, this is what they think about SEO. So now can we pick them up where they are? And bring them to, this case maybe a more realistic scenario, right? So this was really, really helpful. So automatically, when, when you started talking to us, to talk to me specifically, you already gave me an idea how can we provide the most value going back to this fact that they commit time to the summit, they commit time to me as a speaker, I'm appreciative of this time. And I know this is my responsibility to make sure that this time for them is actually worthwhile. And the second thing you mentioned was really obviously the editing and the material, the swipe files, the emails people can send out, the easier you make it for your speakers, the more likely it's going to be to send a promotion for them. And then the promotion itself. How do you do this thing better? Whether you actually promote if you say, okay, usually you go, the speakers promote to their audience, where do you promote your Summit?

**Anke Hermann** 29:19

Well, I promote to my audience to start with, like I promote to my own email list, because people come on to that list from different places. So you know, not everybody so, I mean, it's for them too. You know, it's not just to bring in new people so it's for them too and yeah, I basically I am active on Instagram, LinkedIn and Facebook and I probably promote the life out of it on all all three channels and it's, it's quite and I look at, it's like okay, it's almost like well, I bring in as many people or more than the speakers, right? So and that's fine. That's, that's, that's perfectly, that's perfectly okay. You know, there's nothing, there's nothing wrong with that.

**Gert Mellak** 29:59

Absolutely. I want to I want to be



**Anke Hermann 30:01**

Actually people when they, the feedback I've had, and I've put this like, you know, bluntly on the registration page, like I've had fabulous feedback, because that's the thing people also enjoy the relax. And when they really get something from it, you know, I had people share posts about the summit that weren't like, you know, I was quite surprised. This happened more this time than the last time that people actually, on social media share these posts, people that I've not asked to share it, that I didn't really like. Oh okay, I didn't like, you know, people actually help you out, when especially when they've had the experience. And all this was really lovely. And it was really helpful because the interview is also very much sort of a little bit like, Okay, we talked about beforehand what it is that we actually want to communicate to make sure the actual, like listening is worth their time. Because that means, they come back for more, right? And, then they also help you spread the word. So it's literally a win-win, win on all fronts.

**Gert Mellak 31:06**

It makes, I love the concept, it makes just so much sense. I want to be appreciative of your time spending with us here on the podcast as well. And just ask you a couple of technical questions really. So, so I go to this hello, hello audio FM site for example, or, or some other provider, not trying to promote any of them in particular here, someone who offers a public link, publicly available link, but I'm still a private podcast, so you can share this link with someone that can subscribe with our app and just listen to this podcast. You have a week of the promoting and promotion of this podcast, you have a week where the summit essentially is hosted. How long do you keep those audios online? How long do you keep this going? How long does it make sense in your experience to keep those audios there?

**Anke Hermann 31:57**

Well, I'm gonna just kind of like I couldn't tell a secret like I don't disclose at all.

**Gert Mellak 32:02**

Okay. Make sense, make sense?

**Anke Hermann 32:03**

It's like, I will, I will I will stop. I stopped talking, like I stopped promoting the, like, nobody can sign up anymore after the 12. Like, okay, that's when when when sign up closes, but anybody who signed up, they have, like, it was literally in like, the original idea, like the person who initially came out, you know, you're gonna just cut it off and why? You know, it's like, how many times do you go, Oh, Jesus. Yeah, I wanted to listen, I didn't have time, you know, something happened to kids, like, what, like what we talked about before, what's the benefit of cutting it off, so I don't cut it off. I don't tell people like to kind of make so you know, like, I do want to entice people to be engaged and listen to stuff, but I don't cut it off. You know, it's just often a 12, it's your responsibility to bookmark them page. You know, so I'm looking at any kind of keep pointing you to it, but it's there. And if you have it on your podcast app, it's there. And to be honest, you know, you're also going to have the access to the previous video audios that are there. So you basically get this little bonus in there and I don't really talk about that much

**Gert Mellak** 33:06

Makes makes a lot of sense. I think I think one, it could even be interesting to maybe eventually turn this into a public podcast and just let it sit there with seven episodes. So people can on iTunes find it? And possibly answer Okay, this is in order to summit on audiences, you can just listen to this and maybe you get 10 20, 50 listeners every month to this just by having it publicly available eventually, right? It's definitely an asset. I love it. Last question, Where can people go if they want to know more about you, possibly want to have your help organizing such an Audio Summit? What would be the best way to get in touch with you?

**Anke Hermann** 33:43

Well, I'm kind of everywhere. You know, ankehermann.com, is my main website to just get in touch with me. You know, if you kind of looking to wonder how this whole like how all the pieces fit together, then create connect and flourish dot online is your place to go.

**Gert Mellak** 34:04

Awesome. Perfect. We're definitely going to link to to these things in the written version we have over at SEOLEverage.com forward slash podcast. This is episode 95 With all the resources the podcast host mentioned, as well, and obviously your websites. I really appreciate the time and your expertise you shared here today for our listeners, Anke. Always really nice to hear your 'No B.S.' approach to things, really enlightening. I very much enjoy it. Whenever we can think about things differently and I think whenever we can find like the perfect match for the for the perfect person, we see this in SEO, we see this in conversions, we see this in digital marketing. Whenever we find this perfect match and stay away from like the huge audiences and make this just as relevant as it gets, usually results calm and I can definitely see the Audio Summit, be a really big part of it. Thank you so much Anke.