

Introduction: Welcome to the Enchanting Lawyer Podcast. The show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community. Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody, this is your host, Jacob Sapochnick. You're listening to the Enchanting Lawyer Podcast. This is a show where we interview the most inspiring entrepreneurs and business owners who share their strategies, their ideas, and help us do our job much better.

These past few weeks I'm really interested in new technologies and things that help us make ourselves more visible. We talked about live streaming before. This week I'm going to go back to videos. I think videos are still huge but most people are not doing them correctly especially attorneys. I get a lot of emails, a lot of inquiries about this topic so today I have one of the top guys in the field. Not only he's great at what he does but he's also an awesome human being and I'm very honored that he's here on the show. Today we have Owen Hemsath.

Owen is the president and founder of Videospot, a video production or web marketing company based here in Oceanside, California. Before he started Videospot he spent more than 10 years working high-level sales and marketing organizations all over the state. He is an entrepreneur. He understands video and he understands marketing. I'm honored to have Owen in the show.

Owen, welcome.

Owens: Hey, thank you for that great introduction. I feel like next time we should add more padding to it like, you know, he is once scaled the Appalachian Mountains and gone spelunking in the rivers of Zimbabwe, you know what I mean. But thank you for that introduction. I'm thrilled to be here, man. This is awesome.

Jacob: Thanks, Owen. Well, usually what I do is I give a little brief intro and then I let the guest tell more and then you can tell us all about your expeditions.

We briefly chatted before the show and I think that I'm very excited because there's so many things that are happening in the past few months. We talked about live streaming and we may talk about that as well. We talked videos. It seems so overwhelming and I think that we'll be able to put some order here and kind of prioritize and talk about the coolest things that people can do. Why don't you briefly tell us about yourself so that listeners can get kind of a glimpse into who you are and what you do and then we'll kind of dive in.

Owens: Yeah, I'm happy to. I appreciate that.

I am the president and the founder of a company called Videospot. We are a video marketing and YouTube marketing company. That's our sole focus. I think mostly we're known for the YouTube marketing course that we provide where we show businesses how to use YouTube as a profit center, right? We don't really focus on "This is how you become the next big YouTube sensation." That's not really what we do. We focus more on "Here's how you make \$5,000 a month from YouTube selling product, services, affiliate links, whatever." Everybody has their own goals.

But out here in North San Diego County we also have a little town called Oceanside. We have a green screen studio where our clients come in, they rent out the studio, and we shoot their YouTube videos. They can edit themselves or they can go ... they can hire us to edit as well.

That's the field that we're in. I've been doing this ... I started in college using ... I went back to college when I was 28 years old, something like that. After I lost the job in radio and I immediately started working with cameras and started hustling, man. Went out to local businesses and said, "Hey, I will make you a video for your coffee shop for 20 bucks." Obviously that price increased overtime and that sort of thing.

That paid my college tuition so I was able to graduate from university without any student debt or anything like that. I used that as a launch pad, too. I hired to my classmates. We rented out a studio and we immediately got to work and we've never looked back. Running with Videospot and then eventually developing into my own brand has been a pretty exciting ride.

Jacob: Yes, and I can hear the passion in your voice. By the way, Owen, you have a great voice for radio. I'm just listening to you and like ... I just can keep listening to you over and over.

Owens: Thank you. My mom said I had a face for radio. She would tell me that daily.

Jacob: We'll put your picture as well in the show notes.

Owens: Yeah.

Jacob: People can say thumbs up or thumbs down but ... yes.

Owens: Yeah, we'll let them like it or dislike it. Yeah, it's up to them.

Jacob: Exactly.

I'm really excited about video. I told you before, I've been doing lawyer videos, my own videos for my practice since 2010 and I've seen the jump and engagement in calls, in interest since my videos were created. Even today, I get

people who call me because of a video I've done in 2010 and they refer to that video.

Video power is amazing but I want to understand from you, why don't you kind of said the state of video today for professionals. Where are we now and what's happening?

Owens: That's a great question. Video today is unlike anything we've ever seen in the world of technology before, and that's a really exciting time. I often equate it to being in the day and age of the telephone, right?

Jacob: Yeah.

Owens: Before the telephone, there are these things called like ... it was a flag signaling type of system. When the telephone came around that used all these wires that run on the ground and now people could talk from place to place and it was very technological. It's an astounding time to be alive. We're in a similar area right now because especially with video, the new trend is live broadcasting. Live broadcasting is not new to technology.

We were live streaming with Ustream, we've been live streaming with livestream.com for years now. I mean for 6 years we've had these technologies. But the integration of social media and having an audience that you can now connect with outside of these traditional ... having a Ustream show and then hustling, telling everybody, "Hey, login, login to and enter" whatever the case might be. We're able to develop massive audiences that are now, you know, more people watch YouTube channels than actually watch the news. TV is not unaware of that. They very much know that.

Live broadcasting through Meerkat, through Periscope, through YouTube Live, through Google Hangout, through Skype even, and now Blab, what's happening is the media gatekeepers that once decided what the message would be has been completely shredded in half like a chicken in a blender, you know what I mean? There's just not ... these guys that once said, "If you want to be famous, you have to come through us." That is no longer the case.

That's why we're seeing YouTube stars end up on TV commercials and doing web commercials with major brands like Zach King doing work with HP. And then there's a YouTube chef that I saw is doing commercials now for the Food Network. Great commercials, by the way. It's never been like this.

It's funny right now because the YouTubers ... TV is going to the YouTubers and saying, "Hey, we'll pay you this really, really small amount to come be on the show." And they're, "Oh, it's awesome, awesome, awesome. I can't wait to be on TV. I'm going to be famous." That's all going to change. What will happen

next is TV stars will start going to YouTube and to the internet to broadcast their message. The tides are changing and it's really exciting to be a leading voice in that movement.

Jacob: Right.

I think that one of the most important things that I would like to talk to you about is that people talked about doing videos for professionals, getting yourself out there so people can find you for the past three years. We mentioned our good friend Gerry Oginski who's been a leader in this field for lawyers.

Owens: Yup.

Jacob: But I wanted to ask you, right now 2015, what has changed with video that we need to be aware of and how do we adapt?

Owens: That's a great question as well, man. You came prepared. I wish I was more prepared. I just rolled out of bed. No, I'm kidding, of course.

Here's the thing. Video does not happen in a vacuum, okay? There is this major thinking that video has to be like TV. In fact, I was just reading a blog article today by Likeable Social. They had posted, they did some work with Citrix. What Citrix was doing was repurposing their TV commercials on YouTube and having no success. Well, big shocker there, right? YouTube is not TV.

So, at the Videospot we talk about platform, people, and purpose, right? What is the platform your video is going to be aired on? Because if it's YouTube, it needs to be appropriate for YouTube; if it's Facebook, it needs to be appropriate for Facebook, and so on and so forth. When we dig into that a little bit more, when we attack that like chemotherapy on a cancer cell, then what you find is that multiple different types of videos have success metrics depending on what platform you're talking about.

So, as an example, YouTube. The vlogging platform or the vlogging perspective is very popular. That's not going to work for everybody. Every video doesn't need to be a vlogger style "I'm holding my camera" or "I don't have a tripod." "This is live, this is raw. This is me in my house, me and my family." That can work for businesses. But it works better when you're opening up your content strategy to include more produced content as well. That shows that you have a budget, that shows that you're profitable, and you're using a green screen, and you're using Adobe After Effects.

Now, what you're showing your audience is that, "Hey, you have a professional face but you're also willing to show them what happens behind the scenes." That does so much to build trust for your audience.

You've also got short form and long form content, right? We think of short form like Vine, right, this 6 second video which I'm not a huge believer and I kind of saw that fading out, and I think it has kind of faded out in terms of where brands are going. I could be wrong, there could be a brand listening. Now we're making tons of money on Vine.

We see Snapchat. I think Snapchat's going to rise and fall like Vine. That's my personal belief right now, but it hasn't reached its peak yet. It's going to peak and we want to be positioned for that. That's more of a raw, behind the scenes, Google-y animations with fun pictures.

There's a lot that can happen with your content strategy and you need to make sure that you're making content appropriate for the platform you're going to be marketing on, the people you're marketing to, and that each video has a purpose. That there is something you want the audience to do. Whether it's remember your brand name, recall your brand name, or to click on a link.

Jacob: The videos that we used to do as professionals where we're talking to the camera like talking heads where we explain this is how you avoid a lawsuit, those videos, you see them kind of fading away slowly.

Owens: You know what, I see them ... No, I don't see them fading away. I think it's very important.

We believe in a three pronged approach to YouTube content and commercial content specifically for businesses. We call this our pull, push, and pow strategy where your pulled content is your evergreen content. That is your content that is keyword based, that's answering the questions that your audiences always going to be asking.

This is how you pull an audience in because they type this question into Google or to YouTube and your videos pop-up. I think there will always be a need for that. But eventually you'll start to kind of answer it and eventually you'll run out of keywords, and eventually you'll max out where you can be on SEO, and you're going to need to go into push content.

Now, truth be told, we believe in developing both of these strategies more or less simultaneously so that one-time a week you've got a pull video going out, then once a week you've got a push video going out.

Your push content is going to be more vlog or it's where your channel functions as a personality-driven show. This could be an animated video, this could be more of a higher produced video where you're deciding what the agenda is, right? You could do that in an interview format, you could do that as a man on the street format. There's so much that you could do. I had a whole like couplet

laid out for that like interviews, book reviews, and app reviews, something like that.

Then you've got your pow content. Your pow content, I think, is more what you're talking about. This is kind of like where Lego ... on the Lego channel they've got a lot of videos about how to use Legos and how adults can use Legos and so on and so forth. Last year they produced one piece of pow, like really strong content, and that was the Lego movie trailer. This went super, hyper, ultra viral. It did so because there was a plan in order to make that happen. Virality is not an accident when it comes to brands.

That sort of stuff is going to be good but you can't hit your audience with gold every day. If gold was everywhere, it wouldn't be worth anything, right? You have to limit and balance your content, and having a variety. Doing 10 videos, 20 videos one way is a great approach.

And then switching out your approach and letting it evolve. We talk about this. Taking it to the next step, right? Maybe you can add some higher production value stuff. Maybe you can hire a voice talent to act for you in these videos. Again, it comes down to what your objective is of the video to do and then deciding the best way to deliver that message based on the platform you're going to be pushing it on.

Jacob: Right, and I agree with that.

You know, Owen, you mentioned some of these different kind of videos, but how about videos where I use my iPhone, put it on a nice tripod with some light, and I just talk to the camera, and I have an agenda, I have a script, and I kind of like produce video but people can feel that it wasn't professionally produced just to give you more authenticity. What do you think of those iPhone produced videos?

Owens: Yeah, that's a great question, and I got to quit saying that. No one's going to believe me anymore. Because I talk about this in my keynote, right?

The thing is this is that these guys, and many of them who I know, and love and respect, that have produced these training courses and downloadable courses that are like, "How to shoot video with your iPhone." You got to understand that these people are not themselves shooting video with their iPhone. This is a product that is being sold, and it's a good product. We teach this in our YouTube course. If you can't afford a camera or you don't have a camera, you can use your iPhone, but it is a stepping stone. And there is a reason for that.

The number one reason is the audio is not consistent like a professional production. What you're showing, Jacob, is that ... let's say your law firm for

example. You shoot these videos on iPhone. What you're showing your audience is that you don't have a budget, you're not successful, people are not calling you. Right? They respect that. They see you as a guy who's starting up but they don't realize that you're a guy that's been like a leader in your field for so long.

You're saying something about your brand when you do this. Just as you're saying something about your work habits by the way that you build out your schedule. People come to know you by that. People will not watch a good video with bad audio, but people will watch a bad video with great audio. You have to be careful there.

You can use an iPhone as your camera and also use a professional mic that will cost you some money, and I think that will help the problem a lot. You can also buy a zoom and then buy an even better mic. This will cost you, you know, \$150, \$200 to do this. But it will dramatically improve your audio quality which makes your video better.

The iPhone does work, the smartphone does work. You just got to know how to use it and my advice would be to eventually upgrade. I'm sitting here, I'm in my studio, my director of video is here putting up our stuff. This guy knows how to use the lenses of a DSLR camera like nobody I've met. He can make our green screen so separate from the talent that green screening is easy. You just can't accomplish those things with an iPhone. That extends to the focus and doing a [boca 00:17:31] and all sorts of great little effects that you just can't do with an iPhone or a smartphone.

Jacob: What I meant is mixing it up. You do the professional videos but here and there you throw in some of these iPhone videos with good quality of sound and then your channel continues to be ...

Owens: Thank you. Thank you. I got derailed from my own point.

Yes. When I talked about it your law firm as an example, where it works is when you have a good mix of professionally done videos, and those can be talking head videos. I don't think people care. I think it depends on what you do and what people are looking for in your industry.

If people are looking for the question "How do I gain my citizenship, Minnesota," then your video should pop up. It doesn't need to be a "Welcome to Jacob Sapochnick law firm where we advertise who our clients and ..." you know it's all this fake stuff. But instead it's like, "Hey, my name is Jacob, I'm an attorney. If you're in Minnesota and you're looking to gain citizenship in United States, here's five things that you need to know right now." That sort of thing. People will watch that content.

So, yeah, having a good diversity of video is essential to a successful business YouTube channel.

Jacob: Excellent. That's really what I wanted to hear and I think that a lot of people who are discouraged creating videos because, you know, "I don't want to hire the professional," start doing something. Start doing something that at least has good audio, and then push yourself to hire somebody like yourself or any of these other guys to continue. I think consistency is really what it's about, right?

Owens: Yeah, I think so too, and I think building a foundation, we promote the importance of a workflow. We have client that really struggle with this.

I've got one company, they're phenomenal client, they're coachable. But, you know, eight different people from eight different offices are involved in the making of one video. We have to make sure that step 1 does their job and delivers it to step 2. And then step 2 does their job and delivers it to step 3 until the video is uploaded and optimized. That is a workflow.

Having this step 1, step 2, step 3 thing, whether you're a one-man show or a 25-person show, is absolutely essential to creating a foundation where you can start by doing pull content, right? Just answering basic questions in your office with your iPhone, right? Just simple. You're just doing it.

And then as you grow, now you're starting to add an interview series where you go out and you meet with other professionals for coffee and you do a show that way. Maybe you use two iPhones so that you can edit and you can go between different shots now. But you're adding and you're growing. So, you went from doing one video a week, now you're doing two videos a week, and you have a workflow that allows you to scale that. That's what video marketing for brands, businesses, and thought leaders is all about.

Jacob: Absolutely.

Let me ask you this question. How do you make your video marketing process easier?

Owens: I tell you, I think we just answered it, is by having a workflow. Are you asking about for our personal production or you talking about like how we make it easy for our clients?

Jacob: How would you make my video marketing efforts much easier, my process easier?

Owens: Yeah. We would come in and we would ... The first thing we would do is work with you on a workflow. That applies to two different things. Number one is setting up who is scripting and on what day of the month are those scripts due.

Our goal is to get you to produce one video as quickly as possible with our system, with our system of making a video which is largely a very similar to yours with improvements.

Then we get you to make five videos at one time, and then that's our goal for two months, and then our three-month goal is that you're shooting 10 videos at one time in front of the camera. Of course, your time in front of the camera is changing but ten 3-minute videos should only take you 30 minutes in front of the camera. Listen to what I just said there. Ten 3-minute videos is only 30 minutes in front of the camera. So why are all these business owners thinking video is a big deal?

If you write a script, you have your secretary, your VA, or your team. You sit down, you write a script together. You've got 10 scripts ready to go in a week, shooting them with a teleprompter in front of your camera it should take – And a teleprompter can be a professional teleprompter, you can buy on Amazon for \$150, or it can be a PowerPoint. As long as you've got it there. You should be able to shoot through it.

But I think, realistically, you're going to mess up a couple of times in those videos, and you're going to have to switch video cards and blah, blah, blah. It's going to take you an hour.

Then it comes down to writing that script. What we've developed is a six-point process for writing a video that is the same video ... So you write the same video you shoot and the video you shoot is the same video you edit. So literally as you're writing the video, you know what it's going to look like in the editing room.

Here's the six-point format for your listeners. Number one is open with a snappy headline. Step 2, your logo bumper. Step 3, your body copy. This is the main copy of your video. It should be a quick introduction of who you are and what you do. It does not need to include your accolades. "Oh, and I'm a CSP, and an MPV, and an MP4, and a 3PO from this ..." nobody cares, dude. Like, "Hey, I'm Jacob Sapochnick. I'm the president and CEO of my law firm." and you move on from there.

Your body copy needs to be reserved to one major point or three sub-points. Think of it like bullet points. In that section you've got to include ... it has to be a fully, well-rounded thought process, right? If you're going to talk about these three things, these three bullet points, you need to have a clear beginning and clear end, right? Same if it's one bullet point [unclear 00:23:41].

Step 3 is you must add engagement assets. You must ask your audience to like the video. What we do is we say, "Hey, if you liked what I just said, go ahead and

give me a thumbs up right now. We'd really appreciate it." and then we move on.

We found that simply asking for the engagement increased our likes almost 300%. Now, if somebody likes your video, if they're an active YouTuber, chances are their YouTube page is connected to their Twitter page, so whenever they like a video it tweets that out. That's great for you as a brand.

Step 4 is your end card. This is where you're saying, "Hey, thanks for watching. If you got a lot of value, if you liked what you heard today, join our tribe, hit the subscribe button, and be sure to watch the next video in our playlist." You're closing out the video and you're asking them to become a part of the audience.

Step 6 is your closing bumper. Now, I admit this is a little bit optional, you don't have to do this, but we think it's professional. We end the video with a cute little jingle, much like the NBC peacock. Once you watch a show on NBC, the peacock comes out and goes ding-ding-ding. We do a same kind of thing at the end. It's just, "Hey, the video is over. You can now watch the next video.

That's the six-point process. Every company changes, augments that, and grows that a little bit to make it their own. It might be eight points, it might be four points, whatever the case might be. That is how we would make you more successful is we would develop that process for how you write scripts and that will increase the amount of scripts you can write at one time, how many scripts you can shoot, and how many scripts you can edit at one time which will systemize your process and turn it into a profit center.

Jacob: Excellent. There's so many things I want to ask you but time is limited.

I have one more question to ask you as we connect to video. We all need to build a list because that's what it is. List allows us to increase our business and engage. I know video is a great way to build your list. Can you share a few tips that I can use or any of our listeners to use, to build our list using video?

Owens: Yeah, I absolutely can. I'm glad you brought that point up because list building is so underrated. Everybody goes, "Oh, I know, I need to build my list. I'll get on that." That's like doing your freaking financials, man. Your list is the only thing you should be doing, you know. Everything else is just kind of backwash. You've got to build your list.

We have a couple different strategies and in our YouTube course we actively teach list building through video. One of our best strategies, and most consistent strategies for building a list, has been to collaborate with other thought leaders, other YouTubers, other bloggers in your field. What we do is we'll set up like a Skype interview or we'll set up a Google Hangout.

Now, we only use Google Hangout limitedly because you lose the HD quality. It's really a standard definition video that's in 16 by 9, so it's not true high definition. I think that will change but as of right now it's not.

So, we'll do like a Skype interview and we use this third-party program that makes the screen look really cool. It's like I'm on one side, they're on the other. We do like an interview or we do like an in-depth topic. We really seek to make our partner a star, right? The reason we do that is because we enter into an agreement with that person to once this video is up, you're going to email it to your list. In order for that list to access that video, they want to see this groundbreaking one-on-one interview with you and Jacob Sapochnick then just put your name and email here.

Jacob: Right.

Owens: We've augmented that, we've done that. It's like a webinar-type thing. We've done it with webinars. I've also done summits where I've lined up with 20 different experts and the whole deal is, "Hey, if you want to get these behind the scene interviews with 20 different experts, you got to put your name and email here. We grow our list by the hundreds each time we do that. That is just one of our list building strategies. We have a few more that we use as well. That one is key.

Start interviewing thought leaders, start interviewing people that are celebrities. I got an interview with John Lee Dumas, and not only ... I've never met the guy. We've been in the same room, same time a couple of times but we've never actually been introduced. He was just like, "Sure, I'm happy to interview. Dude, no problem." He didn't email his list but he did post on social and we did get 30 opt-ins from that.

You got to interview people above your head and you got to just be prepared for them to say no, but that will set you up as a celebrity and you'll make good friends in the process.

Jacob: Right, exactly. Just a way to communicate and build relationship, so I love that. Excellent tip.

Owen, we talked a lot about strategy, you shared so many good tips. I want to ask you a question right now that is a bit more personal. I think it will apply to our listeners who are professionals. We struggle with many things and health is one of our ... the most important thing is without health, we cannot do what we do.

I want you to share with us a little bit what happened to you in June and what's happening to you right now, and how it impacted the way you think about business.

Owens: Yeah. In June I was diagnosed with thymus cancer, kind of right out of the blue. I ended up on the floor one day in my living room clutching my side and just going like, you know, oh my gosh, felt nauseous and just a lot of pain. Through a series of doctors events and it took a long time to get diagnosed, like a week almost, maybe 10 days. When you're sick, when you know it's a tumor, time is of the essence.

I was diagnosed with what's called Thymoma. It's incredibly rare. It's incredibly genetic. It's not a lifestyle decision. It's not because I drink too much soda or smoked too many cigarettes which I don't do either of those things. It's just in my genes that my thymus would keep developing and then turned into tumor and that's what it did.

I did get my chest ripped open. They cut my breast bone, spread it apart, they pulled out a tumor that was the size of a ... If you took a big grapefruit and dropped it from your roof and it smashed, that's kind of like the size it would be. After that I started chemotherapy. Within a week I lost my hair which I'm now shaving.

I went to the NSA, I was speaking at annual convention there and, by the grace of God, I was able to be there healthy and happy. My beard stayed intact. My beard ... I've had a beard since I was 23. But on the plane ride home, the beard started falling out.

I can't tell you guys. My whole life I've considered myself a good looking guy. I've had pretty girlfriends, you know what I mean? I've had a lot of confidence in myself in that way. Through this whole thing, I have lost a lot of the features that I thought made me a good looking person or an attractive person. I've lost my hair, I've lost my beard. I can't go out in the sun during chemo so I'm very pale. I get these random bloody noses that last for 20 minutes, 30 minutes. I hope that it's not too graphic for your audience.

Jacob: No, no. I think it's ... continue. I like it. It's very important.

Owens: It's changed a lot in ...

The number one thing has been that my value is not in my appearance. The value that I own as a person comes from who I am and the fact that I was born a human being. I've opened my eyes to that.

I've always been a nice person but a sense of empathy, of great empathy has overcome me. I recognize, so much stronger now, the value in individual despite political opinions and experience. It's like, wow, this is a human person that's hurting right now and I want to help them not hurt. That has certainly transcended into my business. And the way that we look at our customer accounts and our client accounts, we've become more empathetic to our clients and we've been able to serve them better. That, of course, made us busier.

Now getting to the point I think that you are asking about, I go through chemotherapy once a month. It's every 21 days. When I get chemo, I am out for like 10 days. There is this great heaviness, this great sadness, this great nausea that comes from chemotherapy. The simplest things take a ton of energy. Getting up to grab a Gatorade to stay hydrated is like, oh my gosh, sounds like a freaking nightmare to do that.

I black out my schedule for those 10 days, and there's no appointments, and there's no editing, and there's no phone calls, and there's no podcasts or anything, and I just heal. That only gives me 20 days a month to grow my company.

We have grown tremendously in the last 3 months because I've learned how to systemize my business, how to create more compliance among my contractors, and to get them to want to do these things faster, better, smoother which has enabled us to not maintain, not disintegrate during this time of trial but we've actually scaled our company during this. We've learned to be more effective with our time since we only have 20 days a month to grow and our competitors have 30, 31 days a month to grow. The empathy and the effectiveness have been the two great lessons of my chemotherapy experience.

By the way, we're done at the end of October. We're just looking for the end of October for the doctor to give us the all clear. That's what we're shooting for, that's what we're praying for, and we're confident that we're going to achieve those results through the treatment program that we're on.

Jacob: Wow! Of course, I'll keep supporting you. I think there's a lot of people online that gave you a lot of validation and you can see the love that you're getting which hopefully helps you as well, continue doing what you're doing as well.

Owens: Yeah. I love getting the phone calls that say, "Man, I've been following your post." I hear a lot "You inspire me." I freaking hope I inspire you, man. I'm not trying to be a motivational speaker but here's the deal, if I can get it done in 20 days, you have 30 days. You can get it done too. I think that's what people are pulling away from all this and I hope that they are. I am not setting out to be like this big Lance Armstrong or anything like this, but I am going to live my cancer

and my chemo powerfully out in the open. If a few people accomplish a little bit more because of what they read me doing, then fantastic.

And if you guys want to follow that journey, you can check me out on Facebook. Just search for Owen Hemsath, and add me, follow me. Let me know you came from the show. You can go to our cancer society at gofundme.com/lifewins because no matter what happens, life wins every time. Life's going to keep going, and life's going to be amazing and you got to make it that way.

Jacob: Excellent. And we're going to have links to all your social media outlets on our show notes so people can find you, and hopefully you'll be able to hear some personal connections from our listeners.

Owen, I can keep talking to you for hours. I think we have so many things to talk about, but I really appreciate you taking the time and sharing your personal story, and all the great tips about YouTube and video in the future. I want to thank you for that.

Owens: Happy to do it. Thank you for having me.

Jacob: Thank you so much. And to our listeners, thank you for tuning in every week. The emails, the comments, I appreciate the support. That's what keeps me going and doing the show. Thanks for listening and we'll see you at our next episode.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantinglawyer.com. That's www.enchantinglawyer.com.