

Tom Jackson, Charity Sponsorships

Leanne Regalla, [Make Creativity Pay](#)

Leanne@makecreativitypay.com

I'd like to thank our charity sponsor for today's podcast episode, Project AK-47. Project AK-47 is helping to put an end to one of the cruelest forms of modern day slavery -- child soldiering.

Leanne: Hey everybody! This is Leanne Regalla with the Make Creativity Pay podcast and I'm really happy to be talking to [Tom Jackson](#) tonight and he is with [On Stage Success](#) and he's also with [Live Music Cares](#). But what we want to talk about tonight is charity sponsorships.

And so, Tom why don't you tell people a little bit about yourself and what you do and talk about what are charity sponsorships, how does this all work?

1:13 Tom: My main gig that I've done with 20 (something) years is I work with artists on their show, work with musicians on their show, get them prepared to go out on tour, do show cases or just get better. I've been doing that forever, spent six years working on Taylor Swift's show when she was doing the country pop thing. Put three of her tours together.

What I mean by putting them together. I worked with her on her show, take them in rehearsal and get them ready to go out on tour. And these concepts I teach are applicable to almost any genre that I can think of -- **any** genre.

I worked with hip-hop artist Lecrae, I got a kid out right now with Taylor in the stadium dates, he's a pop artist named Shawn Mendes, the group Magic ('Why You Have To Be So Rude'), worked with them before their Maroon 5 tour. This one was interesting, I worked with a group called Home Free -- they won the NBC Sing-off, that's an acapella thing. They're awesome singers. And then just did a PBS special with a group called The Tenors.

2:11 So that's my main job. But what happened was, again 20-some years ago, I was approached by a woman who asked me if, since I work with so many artists, would I talk to them about representing some of the charities that are around -- she worked for a specific charity at the time called World Vision -- and I also speak at a lot of conferences so I can present it to a lot of musicians who come to these conferences, independent artists.

So long story short, I started doing it for this one organization, World Vision, and in that time we raised probably a billion and a half dollars. And, uh, we probably gave about a hundred million dollars to artists. It's a win-win situation. It's how the charity interacts with the artist and the artist represents the charity and they raise revenue and we came up with a system and a program called the Artist's

Associate program and I left World Vision about five years ago exclusively. I still do some stuff with them, but I found that there's more than one size fits all, so now I represent six charities regularly and sign up independent artists, speakers, we're starting to do bloggers, and it's a win-win.

How does charity sponsorship benefit the artist?

3:26 Leanne: So talk a little bit about how this is a good deal for the artist.

Tom: Well, here's how it works...It's actually fairly simple. What most people think about when they work with a charity is "Oh, we'll go do a fundraiser" or "the charity's doing a fundraiser, we'll go play or sing or speak or whatever." Well, that's not what this is.

What this is is the charity -- whether it's a musician, a speaker, a performer...somebody who's out in front of the public...a comedian, anybody that has an audience -- what we do is we ride on their shoulder in a sense and so the person does what they do every day or every time they go out and do their event, or speak or whatever they do.

And somewhere in that presentation -- or in the case of a blogger, you write about it. And in most cases, and this is what I've chosen, 'cuz this is what I know, it's helping those that are underprivileged, those that where clean water would make a difference, where medicine would make a difference, mostly children and women are the big beneficiaries. You know, communities do too, get benefits. But how it works for the artist -- and I'm gonna dumb this down, there's little variations in it, but here is the concept and it's pretty simple -- somebody presents this charity and child sponsorship to their crowd there, the people that listen to them, the people they're in front of, and for every person that gets sponsored, the charity gives that person \$100.

Leanne: Right

Tom: Compared to somebody who -- in a musician's case -- they're trying to make a living by being paid to play and their merch. Well, you know, you sell a t-shirt for \$15, it costs you \$5 to make, you make \$10. If you sponsor a child, I can give you \$100.

And the reason I can give you \$100 is this: because the charities know there's a thing called long term donor value. In other words, that person, it's a monthly giving thing. Anywhere from 28, depending on which charity you sign up to, \$28 a month to \$39 a month. And so get a kid sponsored, they put on their credit card, for example and it's a revolving thing, it just comes out every month and that donor, they've figured out, that donor is worth \$1500 to \$2000 over the life of that donor. So they're giving the artist or whoever's representing the charity \$100 but that person is giving them \$1500 to \$2000 in revenue through that child sponsorship thing. So it's a win-win situation.

When the tsunami happened, and this was a while ago -- 10 years ago, whenever it was -- I live in Nashville, and so country music and contemporary Christian music did a fundraiser together. And they

had big names there and it was at the Ryman and blah, blah, blah, blah... And they raised \$53,000 and it was all over the news, it was over the news nationally, and blah, blah... It was a big deal.

Well, just to put this in a nutshell, I've got Doug and Linda Tidwell who play little elementary schools and they brought me over 700 sponsors this year and if their long term donor value is \$2000, which it is about, they raised a \$1,400,000 for that charity.

Leanne: Wow!

6:44 Tom: Yeah...So if you look at what's going on even now, watch PBS. Everyone's jumping into this long term donor value thing. But if you recall, PBS you know, when they did Yanni for example, get Yanni's CD if you give \$100 we'll give you a CD and a partridge in a pear tree.

Leanne: Right, right...

Tom: But now if you watch them it's like "for \$8 a month, \$12 a month, for \$16 a month..." because they know the gift keeps on giving. I mean that's how it works. But let me say this, the reason this works, particularly for these charities, is because *then* they can now plan community development. They can plan what because they know what's coming in, they know what to expect. They can put a budget together to build, dig a well, to put a building for education, to get a hut for medical needs, where, going back to the country music thing, they didn't know whether they were gonna raise \$10 or \$10,000,000. So they could not plan on making an impact on the community. So they have \$53,000, but it's a one-time thing -- and of course it's good, I'm not complaining -- but it makes more sense...I know this, if I knew I had 10 grand coming in every month, versus month to month not having a clue, I can plan when I know I got 10 grand coming in or 3 grand or 30 grand or whatever it is is irrelevant because I've got givers that regularly give every month. So it's a win-win situation both for the artist...

Oh by the way, Doug and Linda Tidwell, let's just put the numbers together here. They have 700 sponsors, they get \$100 for every sponsor, how much did they make *just* from the Artists Associate program? That's 70 grand.

Leanne: Yeah...

Tom: I don't know about you, but certainly that would help!

Leanne: Oh, yeah! And I met them both. It's a really cool thing when you see, you meet the people who are actually doing it.

Tom: And the truth is -- and I'm not putting them down 'cuz they're really good friends -- they're nothing special, it's not Taylor Swift, it's not Tim McGraw, it's not Beyonce...it's no big celebrity, these are folks in a million years you would never think have got it on the ball. But this program is laid out for

people who just have a heart to do this and have a good business mind and have a good heart that want to help people reach out to the poor.

Who is eligible for charity sponsorship?

9:05 Leanne: Just for the listeners, we'll go over a list that I've put together of people who could do this: musicians, obviously, bloggers that we're talking about, authors, speakers, any kind of performers, comedians, magicians, teachers, things like that, so anyone who's in front of an audience at least, what, we say 25 times a year, and doesn't have to be a big audience. If you're a blogger, it's probably good if you've got at least 600 or 800 subscribers to show that you've got some momentum going.

Tell us a little about who can apply for sponsorship and what kind of things do the charities look for to approve people?

Tom: Well, obviously, it's a charity, so we can't have mass murderers...

Leanne: Right (laughs)...

Tom: But the charity looks for somebody who's in front of people regularly and it doesn't have to be a big audience, but consistency -- and the reason we're looking at 25 times is because there's a rep for each charity -- the great news about these charities...and this is...there's **so** many great charities out there...but these charities are set up to assist...this is part of the program of their fundraising. There's so many charities that would love if you went and represented them but there's nobody in their office to take care of you. There's no system, there's no...nothing's been put together, so we, my team, have put together a system with these charities. So the reason you need 25, what we would call dates or on a blog or something obviously we'd have to come up with that...how that works, but presenting this enough to a big enough audience -- and it doesn't have to be massive, like you're saying -- so that it makes sense for that charity to spend the time and energy and money with that person to make sure that they're trained, you know, that they're in the system, so your paying, the charity's paying this person in the office to work with them, so we need somebody who's obviously out there and active, actively doing this in some way, shape or form.

Leanne: Right, right...and the charities give you lots of really nice materials and support information and all of that so that you're not kind of stuck out there by yourself trying to make these pitches and things like that. You have really nice materials to help with that and to give somebody something that they can carry away with them that says, yeah, this is the picture of the child that I'm supporting or, you know, whatever the case is.

Tom: That's part of the system. You want to do this correctly, you want to do this professionally. That's why you have to have enough going on because they're gonna spend the time, they're gonna spend the energy, they're gonna spend the money to put those things together **for you**. In some cases there's

displays that we send out and videos and, like you're saying, picture folders of the kids, pictures or...and materials, so yeah...

Leanne: ...and one obvious category that I missed was podcasters, because this interview is going to show up on my podcast, so lots of people listening could have the opportunity.

Which charities are in this program?

12:17 So tell me, Tom, what kind of charities you work with.

Tom: Like I said, my whole thing has been -- and I get approached by charities *all* the time -- because, I mean, in the end now we've raised --, the artists that I've brought to the program -- have probably raised maybe close to 2 billion dollars.

Leanne: Okay...

Tom: Any charity would, you know, "Come do that for us!" Now it was a little bit different era when we first started out because no one was doing it, there was only one or two charities that were doing this and now everyone is seeing the value in it, so it's a, it's a ...there's more people fishing in that pond. **But** there's obviously still people who want to give. And I work with charities that pretty much basically deal with children, women and community development. There's one that's a little different, which we call Project AK-47, which rescues child soldiers. There's sex trafficking issues within that, too. The kids are abused and instead of sponsoring them we call it rescue, 'cuz they literally get plucked out of those situations where they're a child soldier and rescued and rehabilitated.

Leanne: Yeah...they're the ones who are sponsoring my podcast now -- and my music.

Tom: Yeah...awesome. It's the real deal! I mean these kids have no life. Some of these kids are plucked out at the age of three, eight, six and they're turned into killers. It's unbelievable. It's incomprehensible in some ways and... Here's what it is, we're advocates for these people. I know this sounds trite, but it really is not intended to, to me in the end, this is worth...this **is** my work. I just happen to do the other stuff working with Taylor Swift, Shawn Mendes, and Magic and all that to make a living and give me this platform to do this. But in the end, you know, I just don't think that putting those shows together is as important as changing lives.

Leanne: Yeah...

Tom: And so the other charities are...I work with Food for the Hungry, I work with Child Fund -- these are charities that do a lot of community development; they dig wells, they educate kids, they give micro-enterprise loans to women. Because women -- nothing bad, guys, I'm sorry -- but women are the most responsible, more responsible, than the guys...

Leanne: (Laughs) yeah...

Tom: ...particularly in these communities 'cuz a lot of them are abandoned

Leanne: Right...

Tom: So, you've given the woman a chance, whether it's buying them a sewing machine or gosh, some of the simplest things we wouldn't even think of, we give them a micro-enterprise loan so that they can start their own business and take care of themselves. Give them 12 chickens... I was just in Dominican Republic with Food for the Hungry and this woman beaming from ear to ear 'cuz she had 12 chickens and she now had eggs for her family every morning and extra eggs to sell...

Leanne: Yeah...

Got water?

15:14 Tom: And for us, we wouldn't even think about that stuff. In fact the other night, one of the groups I work with -- Home Free -- they're with Child Fund and it struck me...it was in Denver and they're going to a break, it was intermission time, and the guy goes, "OK, listen, we're gonna take 20 minutes. Get yourself a drink of water, go to the restroom, and get something to eat and we'll be back." As I'm getting a drink of water, standing at the faucet, I thought, "It's so easy to say, 'Get yourself a drink of water, go to the bathroom, get yourself something to eat.'" Something we just take for granted...

Leanne: Yep...

Tom: And in the Dominican, some of these communities don't even have clean drinking water, so they have guinea worm. Though we did go into a community was awesome that we saw -- actually two communities -- that we had built this simple water system for them that literally changed their entire community because when kids don't have clean drinking water -- or any body doesn't, but you see it in the kids -- when they don't, the kids are kind of just sitting around, even in schools, if you gave them an education, they're still just kind of listless. You get them clean water and they're running around like kids!

Leanne: Yeah...

Tom: And you literally change their lives. But one of the communities was awesome. They took it to the next step and they were kind of living on a hill, hillside community, and they're starting to dig pipes to everybody's house. Just these plastic pipes so that people could have water in their house instead of having to go get it every day.

But anyway, so we do community development, we deal with issues that each community needs. Some need education, medical care, aids issues...

Back to the micro-enterprise loans: 97% of the loans are paid back.

Leanne: Yeah...it's amazing!

Tom: Yep. Well, the women are just thrilled! And it's not all women, but generally speaking, they're the more responsible ones in the community.

Then I work with a thing called Kids Alive. They're big thing is they get these orphans off the street and they have a place for them. I work with a thing called Potter's Field Ministries. Some of these are Christian ministries, because I'm a Christian guy. And, you know, in this time and age, people are like, "Oh, I don't know..." Well, the reason a lot of these things are quote, unquote 'Christian' ministries is because, for the people in the field, they feel like this is their calling. I have friends who are...work with some -- and I'm not putting the UN down or whatever -- but the UN, a lot of the UN workers go out and they spend a year to get it on the resumé, but they're really not...they're just interested in moving up the food chain. Where, in many of these cases, these charities, these people are there for life because they feel it's their calling and that's why they're there. They're not going anywhere, they're not off to their...to build up their career. This is their life. In fact my daughter is a missionary with Potter's Field Ministries. She's out there educating kids, teaching them English, and I've never seen her happier.

Leanne: Wow! That's great...

Where does the money *really* go?

18:16 Tom: So I've got six charities. They're all a little different and they're all awesome. And the inevitable question is "Yeah, but where's the money go?" Well, let me put it this way: 80% of the money-- I mean everyone's a little different -- 78 to 90% of the money goes to the field.

Leanne: Right...

Tom: And so the rest is up for fundraising or for buildings or, you know, whatever it is...anyone that I'm talking to here, if you can run your business on 20%, you're doing better than I.

Leanne: Yeah...

Tom: So it's really responsibly done. There's some charities that can do it for bit more, but I...listen...again back to the tsunami. I remember one of the charities was touting themselves that 100% of the money goes to -- not one of these charities, but, you know, -- goes to taking care of the survivors of the tsunami. Well, and this was a classic example, and I was working with World Vision at the time and they're at 83%. And so two helicopters flew in...one all full of food. One -- the 100% thing

-- dropped the food on the beach and everyone ran to get it and literally no one got any food because people were just tearing it apart. 83%, 17% World Vision, they had an orderly thing where they had people that they pay because they're in that community and so the food was dropped and it was delivered in an orderly way as people came up, got it, got their portion, got their portion. So what looked like a better deal, the 100%, was literally wasted. All the food was wasted. I mean, some stuck it in their mouth and ran away, but 95% of the food was torn apart; everyone was trying to get to it.

Leanne: Oh, man...

Tom: So, anyways, with these charities, the money is going where it's supposed to go. And we believe...there's a saying, "A laborer is worthy of their wages." You are using your influence...I mean, lookit, you're doing the work right now, Leanne, to get me on...in other words, you're spending your time to do this thing and we believe -- or somebody is booking themselves in a show or writing a blog or whatever they're doing -- and we're accessing your audience that you've spent time, energy and money to develop. So it's only fair to give you some sort of a portion of something. It's either going to go to radio, and you've got to pay for radio, you gotta pay for TV. I was just in Denver airport and there was Child Fund banners up. I guarantee you they didn't just say, "Oh come on in and just put 'em up." Had to pay for space. So we believe it was wise -- and right -- to help pay the people that are representing the charity. And a reasonable thing.

Leanne: Right...and I've heard you mention before as well, I mean, part of the reason why charities like to work with artists because of the loyalty and the trust that we've built up with our audience, so we have the potential to be more effective than a billboard in an airport because we know our audience and our audience knows us.

Tom: Correct...That's why the long term donor value for a TV show, you know, when you see those 30 second ads or those two minute ads, when someone sponsors a child through them, they don't sponsor nearly as long as they do through an artist because of that trust loyalty...

Leanne: Right, right...

Tom: ...to human being that you can touch and go up and ask questions afterwards. So no, that's exactly why.

Sponsorship break: Today's podcasts is brought to you by Project AK-47 rescuing child soldiers around the world from lives of slavery. Today's success story is a guy named Emmanuel Jawal. He's a young man from south Sudan who was captured at the age of 7 and forced to become a soldier in their civil war. While he was in the army, Jawal and 200 of his fellow soldiers tried to escape. He was one of only 16 who survived. He's now 33 and free. He's a musician, he sings and performs as a peace activist all around the world. He's also an entrepreneur, who brings healthy food to his home country. Your support can make a huge difference in a child's life. \$7 a week saves a kid from an

average of 7 years of slavery and soldiering, gives them a good life and a productive future. Just head over to makecreativitypay.com/helpakid for more information.

Why won't you represent my favorite charity?

22:36 Leanne: So I saw that you wrote a blog post about this not too long ago, so I thought I would bring it up here 'cuz it's an important point. What if you don't work with a charity that represents a cause that an artist is really passionate about? So say, for example, the environment or something. Let's say, you know, somebody listening has a different pet project. What do you say to them?

Tom: Yeah, I kind of did a rant, you're right...

Leanne: (Laughs) But it's important...!

Tom: No, no, I think it's true and I ranted because there was this group and they were opening and I think they're gonna do Child Fund, but they're opening for that group Home Free that was the acapella group and I talked to them and three of the guys were music educators in high school. And they were going out...and they'd quit their jobs and they're going out and they wanted to do something about music education. And I said, "Well, go ahead and do it!" And they said, "Well, we don't know where to go or what charities." And it's like, yeah, you can go online and find charities that want to do music education. But herein lies the issue and I was alluding to it a little bit earlier. They're not set up to work with an artist.

Leanne: Right...

Tom: Again, if an artist went to them and said, "Listen, we want to raise funds for you." They'd hold out their hand and go, "Okay!" But there's nobody in the office dedicated to it. There's not a system to work with the artist. So it really is a one way street and it's really not effective for anybody. So my whole deal is, okay, you know, I'd love if everyone had something like that, but they just don't and there's thousands of great charities out there. But they're not set up to do this. And so, until then, if that ever comes about with one of those charities, why not do something *now* that makes sense for both you, financially, and at the same time, you're helping somebody. You're helping a kid have a life, you're helping an orphan find a forever family with hope. You're helping a kid get plucked out of a situation where he's...he can't even figure out how to get out of...he's being sexually abused.

I'm thinking, that's still a pretty good thing to do.

Leanne: Yeah, yeah, exactly!

Tom: So I ranted a little bit because they're like, "Well," hemming and hawing "we want to do this..." Well, it's like, I can't! There's only so many charities that are doing this kind of program and trust me, if there's not somebody in the office dedicated to doing it, whether that's a team of people... At one

point, we had like 43 employees for World Vision. We were raising \$180,000,000 a year for them. But we started with just three of us. There was just three of us looking at each other, going, "Well, let's get this thing rolling."

So it's important to me that...do something, you know, do something. I don't know what else to say. If you can't wrap your head around rescuing a kid who's being abused or orphan who, in China they're only allowed one child, and an orphan who they put into these things called death rooms where the child just cries until he dies because there's no one there to take care of him...where this organization comes in and says, "Give us these kids; we'll find them a family, a forever family." I just think, if you had a little bit of compassion, you know. You see kids walking 8 hours to get dirty water that will make them sick because it's the only water around. You could help dig a well...Anyways, that's my take on it. I've seen it, I've been there, I've done it, I've tasted it. And in the end, I think that's what's important.

Leanne: Yep, yep. Do what you can.

How can I connect something so far away to my audience here at home?

26:18 So, some of the charities that you work with are worldwide. I think a couple of them at least help with children in the US, but talk about how you bring some issues that might seem like far away or distant. How do you bring it close to home to people so that our audiences can understand the importance of what these charities are doing and what kind of difference they can make?

Tom: Sure. I can think of three ways right off the top of my head. One is stories.

Leanne: Yep...

Tom: Everyone loves a story and they're true stories. The one I just told about the water...I would go a little more in depth.

Here's one I use, 'cuz I do appeals too. I go teach at these conferences and I talk about this stuff and I say, "Listen, a few years ago..." -- this was probably about 10 years ago now, but...and I've been sponsoring kids -- talk about long term donor value -- about 40 years now. I could have bought a nice house...I could've... -- but Christmastime comes. The Charity sends us a little Christmas card. They don't even leave it for us to chance. So that we can send to our sponsor child. Well, I accidentally ripped it...Christmas card...we signed it. I tried to patch it up with tape and rubber band. And so we put it back in the envelope. They sent it on to the sponsor child. Forgot about it. You know, it's Christmastime, we're running around buying stuff and the whole deal.

I don't know, six, seven weeks later, letter comes back from the translator, saying, the kid, saying "Thank you so much. Merry Christmas to you. I'm doing really well. I'm now in school...Blah, blah, blah, blah...And thank you for the toy; it's my favorite toy." And my kids and I are looking at each other and like, "What toy?" Well, it was the rubber band.

Leanne: Oh my God! (laughs)

Tom: Yeah...And when I talk about this to my audiences, I say, "So, parents, how would your kids feel if at Christmastime you got 'em a rubber band?" And if I'm talking to kids, I say, "How would you feel if your parents got you..." They'd be like...they'd be ticked.

Leanne: Yeah...

Tom: Well, that's the world these kids live in. So that's a story I tell. And that's how you bring it home. We also have videos for most of the charities, so if you've got access to a video, whether it's on your website or whether it's live at an event. In some cases, like back to Doug and Linda, those that the charity...somebody really is committed and really doing the work and kids are getting sponsored... We take them overseas and they can see it first-hand. So then you can bring it back to your audience. And with that overseas trip, there's film, seeing you in it and...or pictures. And you come back and tell the stories.

Doug and Linda, the couple we were talking about...if you saw it...it's on my website, but she tells the story of going to a dump in Guatemala -- and Linda's a real big girl -- all these kids started coming around her...one little girl sat on her lap, filthy as can be...sat on her lap and started poking her. And she couldn't figure out what was going on and all these kids start literally coming around her, start poking her. She says, she goes, "They'd never seen a fat person before." And they sat in her lap and she sang to them and she just tells the story and it just breaks your heart. And these kids live in the dump.

The world is small. Let's face it. I mean are we sitting here talking about ISIS? Are we worried? Yeah! It's at the doorstep. The world is small. Forty years ago, if anyone's that old listening to this, we'd hear about something in the newspaper that happened in Uganda and what was that about? And it didn't affect our lives at all. But now it's [crosstalk]...

Greece. The bail out of Greece, which is happening as we speak. What does that do to our economy? We're all tied together now. Who is my neighbor?

Leanne: Yep...

Tom: That's how I bring it to the people. And yes, we do work in the US, some of these charities, no question. But it's not as simple to explain the dollars to take care of somebody here and take care of somebody there, are two different worlds.

Leanne: Yeah...

Tom: You know, when I'm putting together a house or school...and it's made...I was in Kenya and it was made out of dung -- wood and dung. And I don't think that would fly here in the US.

Leanne: No...

Tom: Little bit cheaper though that way.

Leanne: Right! (laughs) Yeah...exactly...

Tom: This is an awesome thing. This isn't a theory. This isn't like me and you sitting here going, "Hey, let's do something." This is something...these charities are rockin' the world in their own way. And what we need to do is be advocates for those kids and those people that need help in the world. And they're gonna help you with what you're doing. It's really a win-win situation. There's no catch, there's no down side. There's none! None! All you [garbled] is if you don't do it.

Leanne: Right, right! It's a win-win-win for everybody involved.

Tom: It is. And even when you think about it. Let's talk about standing up in front of an audience and asking people... I'll tell you this right now, when my kids heard the thing about the rubber band, you could see the shock on their face. I was getting the benefit. My kids all of a sudden realized, wow, the world isn't all about Toys R Us.

Leanne: Right...

Tom: So...and now my daughter is a missionary. My daughter's helping the poor. And you know that I'm as proud as I can possibly be.

Leanne: Yep...

Tom: 'Cuz she's making a difference in people's lives. And boy could we use that a little bit more.

31:52 Leanne: Oh, yeah. That's for sure. Alright, Tom. Well, hey, thank you so much so...I have a link on my site where people can go. It's at makecreativitypay.com/get-sponsored if anyone listening is interested and if you want to give somebody a phone number or something or a website where they could reach you for the same purpose, we could do that.

Tom: Well, if you're an artist or somebody that stands on a stage, onstagesuccess.com tells you about what I do in terms of your presentation from the stage. And then, of course we have the website for livemusiccares.com. That'll tell you more about the charities. And if you go that way instead of Leanne's link, please put in there that you heard about it through her blog...

Leanne: Thank you.

Tom: ...Podcast here.

Leanne: Podcast, blog, it's gonna be, you know, I'm gonna be getting the word out just everywhere, SO...

Tom: So when it's...just say, "Hey, heard about it from Leanne" and there you go!

Leanne: Alright Tom. Well, it's always good talking to you. I appreciate you taking the time.

Tom: My pleasure. I'll always talk about this.

Leanne: Thanks again!

Tom: Bye, Leanne.

Leanne: Bye, bye.

Hey, this is Leanne and I want to thank you for tuning into the Make Creativity Pay podcast. If you'd like to grab the show notes and any links or resources that we talked about in this episode, just go to makecreativitypay.com/12. And also if you could use some help making more money from your own creative ventures, whether it's with marketing, finding your tribe or simply getting everything done, you can work with me. I'll help you get organized, I'll help you prioritize, get unstuck with any kind of technical questions or issues that you have and finally start building the future that you dream about. So if you're interested in that just head on over to makecreativitypay.com/mentor and you can learn more. Thanks again for listening and I'll talk to you soon. Bye-bye.