



THE MILLION DOLLAR STRATEGIES PODCAST WITH SHAUN BUCK & HEATHER QUISEL

- Shaun Buck: Hey everyone, this is Shaun Buck and welcome to another episode of The Million Dollar Strategy podcast. I'm super pumped because today I've got a good friend of mine, Heather Quisel on the line and is really interesting. We've got kind of an interesting story of how we met, but Heather is just an amazing businesswoman and she actually came about it from a really different way from a lot of the other people that we've talked to. So, I was excited to have her on the podcast so I could just really pick her brain, hear her story, and show you guys not only what she's doing, 'cause she's doing some really cool stuff, but show you guys something a little different. Everyone arrives at success in a different direction and she's done it in one way that most people would say is not possible. They would say it doesn't work. I'm telling you, I know for a fact it does work. Heather crushes it. In fact ... well, I'll tell the story in a second, but Heather, welcome. I'm happy to have you.
- Heather Quisel: Oh my gosh. Thanks for having me Shaun.
- Shaun Buck: Yeah. I'll give a little backstory on just so everyone knows. We met not because we ran into each other at an event or anything like that. We met because I moved in a couple doors down the street from Heather and you met my wife at first, right? You met my wife and I think when we first met it was like a big block party or something that was going on. My wife was telling me a little bit about you, but didn't really stress how amazing your business is. She didn't jump into it until we started talking at this block party and I was like, "Hold on here. You actually have a phenomenal business. This is so cool that I've got this cool entrepreneur that just lives right down the street." That's kinda how I remember it. Did I get it right?
- Heather Quisel: Yeah, absolutely. You had just written a book.
- Shaun Buck: Yep.
- Heather Quisel: And I just remember being like, "Oh gosh. That's on every entrepreneurs goal board, right? Write a book." So, that was pretty exciting. You had just done that.
- Shaun Buck: Yeah. Yeah, that's right. I met you, your husband, it was ... both great people, both good entrepreneurs. Let me just actually ... you came with different ... you are obviously super successful entrepreneur, run two companies. What launched you into this crazy success is different. I think some people would be surprised by the business that launched you. Why don't you give a little bit of that backstory and give a little bit of your backstory there on ... give a little personal and a little bit of history of the business and where it is today. Just

focus on the main business that launched you into this crazy entrepreneurship path that you're on.

Heather Quisel: This is so fun and it's so funny to hear you say that it's maybe unconventional is the word, which I know, but I also live in this world. So to me, it's just another day of business. I got my business credentials, if you will, in network marketing. I have a teaching degree, taught young kids in the Boise, Idaho area for 10 years, jumped into network marketing like many do because it sounded fun, because I was looking for an expensive gene fund as a then stay at home mom. Truthfully Shaun, I knew I was meant for more.

At the time when I jumped into my current business, I was a stay at home mom and I loved it. I loved that lifestyle. Looking back, it's the entrepreneur lifestyle. You decide how often you do laundry, when, you run your life. I knew, though, that I was meant for more. I'd never not worked in my life and I was totally jonesing for a new challenge.

I had looked at going back and getting my master's degree, but any teacher knows there's really not an ROI on that. I was seeing women make six figures blogging and selling things on Etsy. I was just, "How are people doing nonconventional earnings?" I just didn't know this world. My dad was a Vice Principal, my mom a nurse. I just knew you go to work, you put your time in and you get a paycheck, right?

Shaun Buck: Sure.

Heather Quisel: I was just very open and low and behold, like what happens to most people who jump in a network marketing is I was introduced to it. I was introduced to it. I think what caught my attention the most was who introduced me. This wasn't another stay at home. It wasn't somebody from church. It wasn't a teacher. This was somebody that was killing it in real estate, had her own brokerage, and I just was like, "Why is she doing this?"

So, here was somebody that I admired, I looked up to. She was smart in business and I thought, "Well shoot. I wanna be that girl. I wanna be somebody that other people wanna follow." I jumped in skin care brand, fairly new in the direct sales industry or ... Yeah, that's accurate. New in the direct sales industry, but not new in skin care. I wish I could tell you that I was so smart, that I knew it was going to be big, but I think that I just operated on a lot of intuition and a lot of hope. I wanted more and I was like, "If this is going to be as big as what it sounds like it could be, I don't wanna miss that train. I don't wanna miss out."

Here's the fun thing about this, Shaun, is this was the tail end of 2010. I'd never been on social media, not even MySpace. I had just gotten my first flip phone. I'm an introvert and a shy introvert at that, so I didn't have a big circle of friends, no sisters, no immediate circle of women that would be like, "Yeah, skin care, sign me up." All I had was, "I'm gonna figure this out. If it's going to be that big,

I'm gonna figure out how to be the girl that everybody thinks of when that product is mentioned in this town and this state and beyond." That's where it all began.

Shaun Buck: See, the crazy thing about that is that's where you are today. That was 2010, so where we are eight years later, right? You have another business as well, too, but in this direct sales business, in this network marketing business, that's what I'm saying. You live in that world, but a lot of people see it as, "Oh, I can't make any money at that," but the reality is you absolutely crush it. You are at the top of this game here as far as people go, leaders in this industry. You're one of the top people. Am I wrong? Brag about yourself a little bit.

Heather Quisel: You are right. Of course, where I sit I'm like, "Oh, there's so many more people really crushing it beyond me," but in the grand scheme of things, in terms of network marketing, yeah. I'm crushing it. Just like you said, so many people get into network marketing and aren't successful. Well, I also got into teaching and I left that, too. People leave things all the time. They determine it's not for them. To use your phrase "crushing it," I've also crushed it at effort for the last eight years. I think when it comes to network marketing, I think the biggest maybe misconception or ... what gets in the way of people being successful in network marketing is a number of different factors that many people come in just wanting to make little bit of extra money with just a little bit of extra effort. That little bit of extra effort is a couple weeks, basically until they get three people who say no out of three people asked, and then they're like, "This doesn't work."

I think the other thing that plays into this that many people don't recognize is that as a network marketer, you're a business owner. You are an entrepreneur in the beginning stages, but there's a mindset difference between an entrepreneur and an employee. Most of us are trained, if not brainwashed, to be employees. It starts in grade school. That's all our school system is today, is preparing us for employment, to be employable, and to do what we're told, and to work for other people. People jump into network marketing with this employee mindset, which says, "I don't work after five pm. I don't work on the weekends. When I'm vacationing, I turn off everything that's business," but the entrepreneur's completely different. We work everyday. We touch our business everyday. Vacation has a whole new meaning because now we're actually doing work that we love, that we're attached to, that we're committed to, so showing up daily isn't the same as showing up daily for a job that's for somebody else's benefit. I think people who can't make that transition, that understanding of the employee mindset, really have a hard time going the distance with network marketing.

Shaun Buck: Yeah, no that makes sense. I am, for one, thankful that the schools teach people to be employees 'cause I need to hire employees and people to do work for me. You're right. By and large, most people do not ... they don't see it that way. They don't realize that when you're starting any business, it is ... the norm is 60, 80, 100 hour work weeks and the norm is yeah, maybe you have a vacation coming

up and maybe during the vacation you only work for 25 hours that week and it's after everyone's done and you're exhausted and your feet hurt from Disney World and you're up there checking emails and you're hiding in the bathroom of the hotel so you can have a minute of quiet to respond to some stuff or take a phone call really quick, right?

I don't know if anyone's ever done that but me, but ... and even for my company with 60 employees and as big as we are, I actually just got back from a vacation in Maui. I was gone for 10 days and this was the first one in a long time, at least a decade, that I haven't spent significant amount of time working. I spent a little bit of time working on this one, but I didn't spend a significant time of the vacation working. I worked a little bit because part of this was a work trip because I was out speaking. Then the rest of it was vacation, but that's the norm. It takes a long time to get to the point where you get to a vacation where you can be like, "Hey, I'm gonna take the next five days and actually not work at all. Not check email." It takes awhile to get there.

Heather Quisel: It takes awhile to get there and I don't know if I'll be there to actually turn it off 'cause like you said, it's different. Vacation as an entrepreneur is different because while I'm not working the crazy hours I would be at home, I'm still dedicating, even if it's two hours before the kids wake up or two hours after they go to bed, that's still working. Most people, they're like, "I don't need to check my emails. I don't ..." Well, my business runs because of me and my voice. So, turning it off is ... I'm just not there yet.

Shaun Buck: Yeah. Well, I always told Mariah ... I also work 'cause I enjoy it. So, I'm like, "You don't understand. I'm having fun right now working."

Heather Quisel: Right.

Shaun Buck: She sometimes doesn't understand that. So that's how you cut your teeth, but let's talk ... that's one area of what you're doing and you've taken this top of your game in this industry, instead of sitting back and wrestling ... because actually, you probably could. You probably could, if all you did was direct sales, right? You could take it easy a little bit at this point couldn't you? You could take it easier than you're taking it now.

Heather Quisel: Oh, if my sole income and my sole work today were network marketing ... I have so much time on my hands it makes my head spin.

Shaun Buck: Yeah.

Heather Quisel: And that's where launching into another business comes from. That's a beautiful thing about network marketing is leverage is so huge. It's not just my efforts. It's this massive team that I have and their effort that I'm getting paid for as well. The beauty of that is you create a lot of time because it just ... I don't have to work 40 hours a week. I don't even have to work 20 hours a week in network

marketing. While I like to work, I like to be challenged, so what am I gonna do now with all these hours and, Shaun, I don't have any kids in the home anymore. They're older. They don't even need me to cook them food anymore. That creates an even more amount of time.

Now it comes like, now what do I do? What next? Now what's gonna challenge me? Now what can I sink my teeth into to become a beginner again, to become a student again, to humble myself again and remember I really don't know much? I actually started this path to ... in network marketing while I own my own theme. I'm still representing a company and this company has been massively good to me. They continue to be good to me. I just feel blessed to have been introduced and part of this whole thing. Also, I still have this drive of owning my own thing, being my brand. That's where I created heatherquisel.com, my own website years ago, probably five, six years ago. What I didn't realize then, and you're gonna love this as an entrepreneur Shaun, is I thought in network marketing I know how to start my own business.

Shaun Buck: Sure.

Heather Quisel: Well, when you create your own website, but you don't have anything to sell yet, that's an expense. Then growing your email list is an expense. Getting your name out there is an expense and takes time. There's a lot of money on the front end, whereas network marketing, it's business in a box. You buy your investment and boom, you've got all the marketing materials. You've got the websites. You've everything, is there for you. I took that for granted.

Shaun Buck: Yeah.

Heather Quisel: Until I stepped into business that literally is from scratch. It took a lot of learning. Like I said, I think it was about six years ago that I really started diving into branding, marketing, creating your own products, info products, and it wasn't until last year that I launched my first, what became my signature coaching program online. It took a lot of years, a lot of tears.

Shaun Buck: Yeah, I know. I get that. I understand that, too. Although, I did do some network marketing a little, tried Amway, and one other one I can't remember the name of it right now, but way back in the day. I was of that mindset that you were talking about, "This was gonna be easy. Tell a couple of people. Don't really have to work." What I thought was the golden ticket was franchising early on. My first couple of businesses were franchises and it wasn't until yeah, I went out and I was like, "Okay, I'm gonna do my own thing. I'm gonna start my own thing." You realize it is a little different even from a franchise, from nothing, you get nothing to now you have to build this up. It's a little different.

Let's talk about heatherquisel.com. Let's talk about ... tell me about the products, the info products that you're selling. What are you ... I know you have two or three core products. What are those core products?

Heather Quisel: My core products revolve around the brand Level Up. My signature coaching program is called Level Up, Get What You Want in Life. What I found in my years of network marketing, training, coaching, leading large amounts of women, is much of what we've talked about. That the mindset, the difference between employee and employer, but also many people come into network marketing and they don't know sales. They don't know marketing. They don't know messaging, and they don't know, really how to become a leader.

Level Up is that piece. It's not how to network market. It's not really even how to expand your network. It's how to become somebody that other people wanna follow. It's your messaging, it's your mission, it's your mindset. That is my core product right there.

On the smaller scale, I started a Level Up challenge in January that's been just crazy successful. The focus here is on becoming a goal setting and a goal achieving ninja. Something else that I discovered, and this was for my own life, I came into business and it's, "What are your goals? Make sure you know what your goals are weekly, monthly, yearly." I was always like, "Yeah, yeah, yeah." Number one, because I'd rather be the underdog. I'd rather you not know that I have goals, that way if I don't achieve them, you don't know it, and if I achieve something big, you're super surprised 'cause you didn't even know I was working on it. Goals were, for me, this obligatory, "Just give them the answer they're looking for and go back to what I'm doing."

Well, that got me so far. Then there came a point in my network marketing business where I wanted to go bigger. There were just a lot ... there was a lot between my ears that I just didn't understand yet, and the goal setting was a hindrance. Until I learned how to set goals and then actually see I set that, I created an action plan. I did the grind and boom, I just hit the goal. Once I realized that there's a magic to that, scientific formula to that, that's when I really started moving in my business because I started to see myself as somebody that could make things happen in my life.

This smaller Level Up challenge is helping people with that one formula so that they can realize that they're in charge of their lives. They can get what they want. They can basically manifest what it is they want in their life and bring it into actualization.

Shaun Buck: That's so cool. I think what people may overlook on this, if they're just listening to this and they're not really thinking ... co-points I wanna make here. One on leadership. It does. There will be points that people will hit, right? You'll hit this ceiling if you aren't expanding your ability to grow and to lead and to implement. I say often here at the office, is that I am not the CEO this company needs 12 months from now, but you better believe I am determined to become that CEO, because where we're going. We'll do over 10 million dollars in sales this year, but I've never run that size of a company, so I'm not the guy to get us there right now, but I'm working really, really hard to figure out how to be that guy, how to be that leader that this company needs.

It's the same thing in personal life, whether you wanna go from point A to point B, you've gotta figure out how to become that person. You've gotta constantly be growing or you'll get stuck. You'll hit a ceiling, and then you won't be able to figure out why you can't get past it. So, I think teaching people that is so beneficial for them to be able to see longterm success, right?

Heather Quisel:

Oh, this is huge. This is everything, Shaun. This is like the difference between where you are and where you wanna go. People just wanna, "But this is where I wanna go. What am I not doing now? Why can't I just be there already? Why can't I just have that already?" As you can imagine, in eight years of business, I've been on my face a lot. I have failed more times than I've succeeded. I've done things well, but I have done more things really, really wrong. It's in the wrong and the times on my face when I've learned the most, which helps me to be a better coach and then a better mentor, a better human in understanding that actually when you set that goal, when you see that place, that achievement out further in the future that you wanna have and you're ready for it now. You're like, "I'm here. I want it. I need this in my life," but you actually aren't ready because just like you were saying, you aren't prepared for that.

It's the on your face, the tears, the failures, that teach you, that polish you for that position, that role, that achievement that you're working so hard to become. You gotta get knocked down to be prepared for that position.

Shaun Buck:

Yeah. Well, even just understand the concept and there's a book around it, what got you here won't get you there. Now, if we go back to what you were talking about with goal setting.

I'll give you an interesting side story. This was years ago. This was probably ... it probably was 2010, 2011, something like that. Actually, I think it was a little before that. I pull out ... I had written some goals and I was kinda like you, "Ah, this goal thing." I think I'd read a Brian Tracy book or something. I'm like, "I'm gonna do goals this year." I wrote down these goals. I fold them up on a piece of paper. I put 'em in a drawer never to look at 'em again, but 18 months later I pull this sheet of goals out and I had accomplished every damn thing on that list. It wasn't like they were easy goals. These were almost like my wishes.

Eighteen months later I accomplished everything on that list and I was like, "Holy crap. Maybe there's something to saying these, putting these down on paper." Almost so that your brain can actually start working on it to make it happen 'cause if you don't know where you wanna go, how can your mind work to get you there? Even though I did it completely wrong and I wouldn't do it that way again, but I still ended up getting there. It just, even the power of creating those goals, it's-

Heather Quisel:

It's huge. Somewhere it was quoted, "You're 25% more likely to hit a goal because you wrote it down." Just what you said. It's all this mind body connection. You think it, you write it down so now you've got the physical, your

eyes are looking at it, and I believe in the power of the universe. The universe says, "Oh girl, I see what you want. I got it. Noted. Let us get to work for you."

Shaun Buck: Yeah. Yeah. The way I've always looked at is I ... and what I do a lot of times now, is right before I go to sleep I try to think about what it is that I want to ... I gotta be careful 'cause sometimes I can then get me awake, but I wanna think about it. If there's something I wanna accomplish, that I really wanna focus on or a problem or a goal that I'm struggling with, I'll try to think about it so that my mind will work on it while I'm sleeping type of a deal. I hear, you can manifest it, in a sense. You can manifest ... your brain is something we don't understand and it's super powerful, and whether it's the universe or it's God or just the way we're designed, I don't know, but yeah, I feel like you can ... if you can think it, like think and [inaudible 00:26:00], right? If you can think it, you can do it. The problem is most people just don't think about it. They don't ... they think about what they want, but they never try to think about how they're going to get there.

Heather Quisel: Well, to go beyond that, they're not necessarily thinking about what they want. They're thinking about what they don't want. I've been studying ... I've been dipping my toe into quantum physics, which we like in [inaudible 00:26:24] terms would hear it as law of attraction. The universe doesn't understand negatives. It doesn't understand not or don't. So, when we say, "I don't wanna be poor anymore. I don't wanna be poor anymore. I gotta get out of this poverty." The universe is just hearing "poor poverty." It continues to give you more and more of that. Our brain is so stinking powerful. I think we only use like five percent of its capability.

Shaun Buck: Yeah.

Heather Quisel: It's ridiculous. It's kind of like our computers. We only know a fraction of what they can actually do. It's the same with our minds. We're using it on a default setting, hard wiring that we've had for years and years and years, and cultural standards, societal standards of, "You're supposed to be exhausted. You're supposed to be just busy and over tasked." Where the brain is going, "Well, use me, girl. Use me. Put me to work 'cause I got a lot more in here that we can achieve if you just use me right."

Shaun Buck: Yeah, totally. Before we got on, you were telling me about your funnel and it's really a million dollar strategy. What's really working for you right now where you're getting people into your program, your course, to buy your info products? Can you give me the overview of what's working for that?

Heather Quisel: Yeah. What's working really well for me is the challenge. The challenge has been a game changer for my coaching business. Before I would do the webinar, drive my new leads to webinar, tee up my signature program, and then filter them through that way. Well, the challenge, and it's a 14 day challenge. I run it monthly. People come into the challenge. It's a lower cost investment. It's a pretty easy sell. People come in and they experience my magic for 14 days.

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When I kick them over into their bonus web class, aka webinar, it's a lot quicker, a lot more effective sell than it was before. I'm still selling the same thing, it's just that I have an entry point that gives them a little taster.

Also, it's given 'em results. The minute people get results, they want more. Man, you get 'em feeling great about their goals, get 'em feeling like they can actually achieve them this year, and then kick them into my full time program.

Shaun Buck: Yeah, so you're giving 'em results in advance, right? Instead of ... you're asking for a small commitment to make sure that they'll actually stick with it, a nominal amount of money, and then you're giving them the results in advance, and then, like you said, once they have results they're like, "Well, this worked." That's one of the biggest things that people get scared of, is, "Will it work? Will it not work?" And not even, "Will it work," but "Will it work for me?" We all have this ... anyone buying info products who's bought more than one or two of 'em, has this voice in the back of their head that says, "You know what? You bought that last one that's sitting on the shelf. I can see it right now and you never even opened it. This doesn't work. Don't do it."

You're giving 'em a flavor, giving them some success, and then having them take the next step which is then to go into your core product, which is then ... the beauty of that is, I think actually what's super smart about that and I congratulate you on figuring this out and doing this, is that they're probably more likely to take action on the second course. I don't mean just buy it. I mean actually implementing, use it, and get the results. Where, most people who buy an info product, the reason the brain's saying, "Don't do it," is 'cause like 10% of the people actually do it and get results. I'm guessing more of your people are successful. That would be my guess. I don't know that for a fact.

Heather Quisel: Well, that's what I'm seeing, for sure. You've got that active engagement. Results create enthusiasm. Results create the feeling of wanting more. So, that drive, that motivation increases, and it just carries right into the signature programs. They get in, they sink their teeth into it really quickly, they're already familiar with my style, with the underlying themes and the teachings that I'm providing. I'm seeing people go through the material much faster without getting stuck, without getting all of the things that people typically do when they're doing a home study. Most definitely, the challenge has just changed the game for how I roll this out and how people are experiencing the programs.

Shaun Buck: Are you, for the challenge, is it self paced? So, if they wanna go through all the content on day one and day two, or is it dripped out to 'em over the 14 days?

Heather Quisel: It's dripped out over 14 days and then they have access to it over time. Let's say somebody doesn't get through it in 14 days or doesn't even start in 14 days. They've got their membership side. It's very laid out for them so they can go back and self pace it whenever they start.

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Shaun Buck: That's cool. Are you ... here's just interesting ... two questions I'd find to be interesting. One, is there a guarantee on the 14 days and two, if there is or isn't, is there a guarantee, like a money back type of guarantee on the core product at the end of the 14 days? Are you having to offer either of those?

Heather Quisel: I do offer ... I don't offer a guarantee on the 14. On my home study, I offer a 30 day. You go through the content in 30 days and you're not happy, I'll refund. I'll tell you what. I'm refund happy. If somebody is even squeaking to me unhappiness, I refund so stinking fast. What I've found again and again and again is it turns somebody who might be bitter or frustrated or just really unhappy, into a fan for life. That \$47 to me is nothing, but if it's that much to you, if that thousand from my home study is that much to you, I'm quickly gonna refund it because then I've still salvaged the relationship, which relationships are everything. You know that.

Shaun Buck: I do know that. I preach that, in fact. I wish everyone would believe us on that, that relationships are everything and operate that way. The world would be a better place, but no. I'm with you, too. We're definitely want to err on the side of the customer and above and beyond to our own detriment most of the time. So, I'm with you on that. That's so cool.

To me, it's such ... your story is such a fascinating story because realistically, you've done something, regardless of what people think about direct sales or [inaudible 00:33:43] marketing or whatever they wanna call it, you have done something that most people can't do, that most of us entrepreneurs have tried and failed at, to be honest with you. My hats off to you for that 'cause I know we didn't get into it, but whatever the highest level is in this group that you're in, I know that that's where you're at. You're at the top. There is no higher level for you to achieve. That's crazy amazing because most of us couldn't even get to the third level, which they make it really easy. They almost give you the third level if you show up for four meetings, and most of us couldn't get there.

So, kudos to you there and then to then leverage this into your own personal brand. I know some of the behind the scenes. I know how much you're crushing this. It's just super impressive. You're just an amazing business woman and I hope you take time to congratulate yourself and I will make sure I tell Larry, your husband, soon that he needs to do more to congratulate you, too. Yeah, good job.

Heather Quisel: Awe Shaun. Thank you. This has been really fun and you know what I just realized? When we were talking up front about how we met. You skipped the part about being the Man of the Year.

Shaun Buck: Yeah. Well, it's not about me. It's about you.

Heather Quisel: Well, I think what really solidified our relationship is ... and I'm gonna brag on you for minute 'cause I get to do that, is I work a lot with the Leukemia

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Lymphoma Society. So many people are touched by cancers and like I said before, I've got free time on my hands thanks to network marketing. This has been a space that I dive into. One of the campaign's fundraisers that we do each year is called Man and Woman of the Year. It's a 10 week fundraising sprint. Last year I nominated and maybe you might think wrote Shaun into running for man of the year, and you talked about crushing it, Shaun. Shaun absolutely crushed the fundraising for the LLS, was crowned Man of the Year, and I think I'm gonna see you on Saturday, aren't I?

Shaun Buck: Yep. I'm gonna be at the event. Coming in and gonna party and then I'm hopefully gonna make my 5:30 a.m. flight out, so I'll be a little light on drinking that evening, but it'll be a lot of fun.

Heather Quisel: Oh, it'll be a lot of fun and you have just made huge waves for that organization. I'm just continually grateful that you moved into the neighborhood, that we met. I think we've got a great mutual relationship in this business kinda world.

Shaun Buck: Absolutely. I'm grateful as well. So, let me ask you where should we send people ... where should people go to find out more about you to check out what you're doing, to get on your email list so they can see everything awesome that you're doing?

Heather Quisel: Well, you can find me on heatherquisel.com. If the challenge speaks your language, you wanna learn how to become a ninja at goal achievement, that's heatherquisel.com/challenge. Hope to see you there.

Shaun Buck: Yeah. So, I'm gonna spell your last name. So, it's Q-U-I-S-E-L, heatherquisel.com. Q-U-I-S-E-L. Don't misspell that and then absolutely check her out. She is a rockstar. Heather, thanks again for being on and I look forward to hanging out on Saturday.

Heather Quisel: Awesome Shaun, thank you.

Shaun Buck: Thanks.