

Experience This! Show Podcast
Hosts: Joey Coleman & Dan Gingiss
ExperienceThisShow.com

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Episode 70:

[SHOW INTRO]

Welcome to experience this where you'll find inspiring examples of customer experience great stories of customer service and tips on how to make your customers love you even more. Always upbeat and definitely entertaining. Customer retention expert Joey Coleman and social media expert Dan Gingiss serve as your hosts for a weekly dose of positive customer experience. So hold on to your headphones it's time to Experience This!

[EPISODE 70 INTRO]

Dan Gingiss Get ready for another episode of the Experience This! Show.

Joey Coleman Join us as we discuss: the key takeaways from a colored brick designer, how your behind the scenes activity can support your customer facing activity, and how the art inside the front door can set the tone for a stay.

Dan Gingiss Lego, leverage, and lobbies. Oh my!

[SEGMENT INTRO][CX PRESS]

Joey Coleman There are so many great customer experience articles to read. But who has the time? We summarize them and offer clear takeaways you can implement starting tomorrow. Enjoyed this segment of CX Press where we read the articles so you don't need to.

[CX PRESS: Lessons from LEGO]

Joey Coleman Dan, on a scale of 1 to 10 with 1 being not at all and 10 being don't even get me started, Joey. How big of a Lego fan are you?

Dan Gingiss Well I would put myself pretty high up there maybe a seven or seven and a half. My son for a while was crazy about Lego and he was building stuff all the time and now he's a teenager and doesn't look at it at all. And my daughter was never quite as interested as he was but I always really enjoyed it and had fun so I'd say seven or seven and half.

Joey Coleman I feel like that's respectable and that certainly works. Well here in our house, I would say we're fast pushing an 11. Right? So I love Lego, my wife Berit loves Lego, our kids love Lego, even though our youngest just graduated from Duplo to regular Lego in the last few months which is super exciting time for us because now we're playing with real Legos as opposed to Duplo. Sorry all the Lego fanatics who think Duplo counts too. I like the little Lego pieces right as opposed to the Duplo pieces. But our love of Lego is probably why my good buddy Jayson Gaignard the founder of MMT, which is an event for entrepreneurs around the world, sent me a medium post by Johnny Makes.

Dan Gingiss Now wait wait wait wait. The other's name is Johnny Makes?

Joey Coleman I can't make this up.

Dan Gingiss I can't believe you went there.

Joey Coleman I can't believe I did either. But anyway back to the article by Johnny Makes. It's called, "Five Things I Learnt As a Designer At LEGO," and details Johnny's takeaways from what I can only imagine is one of the coolest jobs on the planet. When I read this article that in the interest of full disclosure is a few years old so we'll make sure to link to it in the show notes for episode 70 at ExperienceThisShow.com. My love of all things Lego was firmly reinforced because now I have proof of something that I had personally witnessed for many years and that is that Lego as a brand is built on experience. Now the article outlines five key learnings that Johnny had from his time working as a designer at Lego. Number 1: every point of the customer experience matters. Number 2: build play in. Number 3: think with your hands not just your head. Number 4: Don't be afraid to dismantle to find a better way. And number 5: Simplicity is strength.

Dan Gingiss Right. I'm not sure we have time to discuss all of those especially given your insane love of Lego, Joey. But why don't we focus on your top three.

Joey Coleman Fair enough, fair enough. So let's begin with something we talk about on this show every episode. If not directly then indirectly, and that is that every point of the experience matters. Now the article notes that all too often companies focus on the experience of using the product or the service but the product or the service is merely one piece of the puzzle. The article encourages us to ask where are the users when they interact with our product. What were they doing before they picked up our product. How did they discover it. What will they be doing after they put our product down. These questions all point to the fact that and I'm quoting here, "Every product whether it may seem like it or not is a service of some kind and needs to be considered holistically within the user's journey." Now the article details how at LEGO they actually map the experiential journey that the product or service exist within and seek to understand how it can be made better by paying attention to what happens before someone experiences Lego and what happens after they experience Lego.

Dan Gingiss I love that and I think too many companies especially the ones that are so siloed in their organizational structure forget that from the customer point of view there is a path. And just because you are in charge of one piece of the experience doesn't mean you can ignore the transition between the various experiences that your customer is having including what they were doing before and what they're doing after. Now we've talked often about journey mapping but usually those maps are focused on the interactions a customer has with the product or service being mapped. Based on the example the article shares however their maps include everything that happens before and after the product or service interaction. In other words where does the product or service fit into the overall life journey.

Joey Coleman Well this stood out to me as well, Dan. And what I found interesting to think about was what happened right before they found the product and what happened right after they quit using it? That's to me much more of a lifecycle journey map than most of the maps I've seen. And in fact I got the chance to see this in person recently at the Lego store at Downtown Disney in Anaheim. Now that particular Lego store is one of two stores in the world where they will create a custom Lego mosaic of your portrait.

Dan Gingiss And I'm going to go out on a limb and guess that you have a said portrait of yourself made of Lego pieces.

Joey Coleman Oh Dan yes indeed I do and not only do I have one of myself. I have one of my lovely wife Berit and of our two boys. So I have four Lego portraits. And what's even better is I have boxes of different colored Lego elements which I will then be able to assemble to make this portrait. So at the store you sign up for an appointment and then you return at your appointed time and they take you to a private room that's actually located above the store. And when I say above it's like it floats in a box up above the store and it's made of glass so you can see down to all of the shoppers shopping underneath you and they can kind of look up to see you in the box and then you enter a machine. It's kind of similar to a photo booth that takes your picture multiple times and similar to one of those Choose Your Own Adventure photo booths where you get to pick which photo you like the best you select the picture of yourself you like the best. After they show you what it's going to look like once it's a LEGOfied into a mosaic. And then once you've selected it instead of a strip of photos coming out they print a set of directions. It's like a giant map with all the colored pieces you need and then give you a giant box which includes monochromatic pieces to allow you to assemble your portrait.

Dan Gingiss Wow. So actually getting the portrait is part of the experience before you've even built it yourself.

Joey Coleman Exactly so they make the experience of buying the product they experience and in fact the room where this all happens has several tables filled with Lego pieces because they imagine and correctly so in our family's case that there might be other people with you. So I had my wife, my two boys, my parents happened to be there as well. So everybody was able to kind of play with the Legos while the person was in the booth getting their photos taken. And to me that was a great recognition by the folks at LEGO of there will be an experience before the product and an experience after the product. And let's see what we can do to make that experience remarkable.

Dan Gingiss This is something that I love about LEGO stores around the country because it is so rare that stores give you the ability to use the product before you buy it. And I believe this is one of the biggest potential competitors to Amazon because it's the one thing that Amazon can't do. Right? So Toys R Us didn't figure this out in time but the Lego stores understood it for a long time that people want to come to the store to play and kids love coming to the Lego store. It's a destination in and of itself. And I think they're doing a really cool job with that. And so it's not surprising to me that while you were waiting, they made sure that everybody else was entertained.

Joey Coleman And the parents love bringing the kids to the Lego store because the kids play and have fun and it's a great way to break up a shopping trip. The second part of the article that really stood out to me was this idea of build play in. And this isn't surprising given that Legos a toy company. But the article points out that embedding little surprise moments of play into the customer interactions is increasingly showing up in many different markets and many different offerings. In fact the article talks about the email marketing tool MailChimp and how it gives you the chance to high five the chimp by clicking on its hand. Now what's interesting is if you do that and you keep clicking on the hand the chimp's hand will turn red the more you click it in the same way that if I was high fiving you after a while of high fiving the hand starts to turn red. And so I thought that was an interesting way to build almost like a little easter egg as they say in the world of you know movies and entertainment and videogames build in a little hidden moment of play that encourages their users to have some fun along the way.

Dan Gingiss Yeah I love that we've talked about that in packaging a bunch of times on this show whether it was the Imperfect Produce box that you can turn on the bottom and see a clever message or I believe we had a guest share with us his wife being on the Kito diet that was on there as well. And these are small usually inexpensive ways to just kind of add a little bit of play and wittiness to the experience that people really remember.

Joey Coleman Agreed. And the final example from the article I want to highlight here quickly is don't be afraid to dismantle to find a better way. The article notes that all too often when something doesn't work we fall into that easy trap of simply fixing it. Now while this certainly solves the problem it misses the opportunity. And the opportunity is to try to rebuild the product, or the service, or the system with a new, clearer, or better informed understanding of the previous designs weakness or its problems are its challenges. And when you create something a second time it goes faster because your knowledge is greater. So as they say in the article quote, "you know where the awkward parts are so you can change your approach," and in the future when something goes wrong at your business instead of just fixing it consider taking it all apart and building again from scratch. You may find that you don't need all the pieces you had before or you can use them in a different way. Either way what you build will be better for it.

[SEGMENT INTRO][DISSECTING THE EXPERIENCE]

Joey Coleman Sometimes a remarkable experience deserves deeper investigation. We dive into the nitty gritty of customer interactions and dissect how and why they happen. Join us while we're Dissecting the Experience.

[DISSECTING THE EXPERIENCE: How You Can Improve Customer Experience Through Delegation]

Dan Gingiss So as our listeners may or may not know there's a lot that goes into producing a podcast. Joey what is your least favorite part of that podcasting.

Joey Coleman Oh my gosh it is without it out preparing the show notes. Preparing the show notes here's the thing. I get that show notes are useful in an audio medium. Lots of times there are things that Dan and I do our best to describe to our listeners. But you know we worry that a picture would show up better we'd like to point them in the direction of a download or something they can use. And so we feel like it's important to have show notes but we kind of to be honest don't really know if people find them valuable. And it's like most shows have show notes and it's kind of you need to have them and they help with SEO and things like that. But putting together show notes is not very fun. It's just not.

Dan Gingiss Yeah it's kind of like one of those required aspects of your business. I mean every business every company every endeavor has some element in it. Better it's likely important and relevant to the customer experience but those of us in charge of the business or company or endeavor don't really like doing.

Joey Coleman Exactly and I think this is an aspect of customer experience that isn't often discussed the pieces of the business that you have to do that are definitely a crucial part of the overall customer experience but that you personally may not be excited to work on. And so that's why we wanted to pull back the curtain a bit during this segment and explain what happens behind the scenes at Experience This because we tried to practice what we preach and we realize that sometimes delivering a complete customer experience isn't the most fun. So show notes fit into this category for us. So before Season 3 we had the chance to partner with a new sponsor, Belay Virtual Assistant services. Now Belay offers U.S. based virtual assistants and their core belief is that people should spend more time growing their business and doing the things in their business that they enjoy instead of managing the minutia of their business, the mundane little stuff that's best left to someone else. The good news is Belay has people who love to do the things that you can't stand.

Dan Gingiss Sounds like we could do a whole. I Love It / I Can't Stand It segment to identify all of the things that we could have a virtual assistant do.

Joey Coleman We absolutely could and in fact one of the reasons I was so excited to work with Belay is to get someone else to prepare the show notes. Now not only would that mean that Dan and I didn't need to write up the show notes we could get a V.A. to do that for us, but the V.A. could do it much more effectively, much more efficiently. It would help keep our costs low, avoid unnecessary overhead, and let Dan and I really focus on the thing we like to do which is keeping our eyes open for interesting stories and coming up with ideas for stories for the show and then recording the show. Now I will say that getting setup with the V.A. was pretty easy. So Belay did all the work in prescreening candidates they have a whole library of candidates and I met with them and did an interview and filled out some forms and explained what we were looking for and exactly what we were needing help with and then Belay helped match us to a great candidate actually to two great candidates who we ended up hiring, Cassi and Whitney. And Belay helped us with the onboarding as well so they did a joint call handoff once we decided to start working together and then proceeded to check in at the 30 day and 60 day and 90 day mark with their client success consultants. What I loved about this process is not only did they make sure we had a good fit, but one of the things that I personally had to get over was this idea that I don't like to assign people not fun parts of work like anytime I've ever worked with employees of mine I always try to make sure they get to do some of the fun stuff too. Now every job has parts that aren't fun, but I felt a little guilty about having employees who really all they did for the Experience This! Show was the transcription and the show notes things that Dan and I weren't super excited about but what was cool is that Cassi and Whitney, our VA's were excited about this and we're happy to be part of the team and we're happy to be contributing and so now when Dan and I are done recording we have a shared Google Drive folder. As soon as the show has been produced by our engineer RJ, Cassi or Whitney grabs the show notes and proceeds to put together the show which makes it super easy. And then when a show is about to be released guess what. It just gets released. It's all done. Everything is seamlessly handled which feels amazing.

Dan Gingiss Well I can certainly say that your mood has improved since you don't have to do the show notes. Yeah because that was that was your job for a while and I know having done it as well that it is it's very laborious and it is one of those things where like you said you don't know whether people find it useful. We've never had anybody say man I love those show notes I couldn't live without them. And yet we feel like we do.

Joey Coleman People go to the show notes so we know from our traffic that people go there and click on the links in our show notes. But it's kind of hard to know whether that's really important to listeners or not.

Dan Gingiss What we do know is it's probably not the best use of our time because if we're doing that then we're not doing some of the other things that you mentioned like finding great stories or finding the energy to record a show or whatever it is. And I think that's to me the learning here is that there are always parts of a job that you don't like. And the beauty of a virtual assistant is that you can give those parts away. You can delegate those parts without feeling guilty because that's exactly why they have the jobs that they have.

Joey Coleman Exactly. And I think the other thing that is really relevant to our show because I wouldn't want listeners of this to be like Oh so this is a plug for Belay. I mean it is a plug for Belay because they're awesome. But more importantly it's okay to delegate aspects of your customer experience to other folks, to folks outside your organization. Now obviously you want to monitor that you want to make sure the quality is good and you know just to be very clear before the show notes are actually published, Dan and I jump in and we look through the show notes to make sure

they've included everything and everything is properly presented the way we would like it to be in that kind of thing. So we pay attention to it but the mundane aspect is outsourced. Even just the task of submitting the recording to the A.I. transcription service we use and then getting that back and reading through it to make sure that it is legible and makes sense. It's nice to be able to outsource that so as you think about your own business. Are there aspects of interaction with your customers or tools that you create for your customers to use that you could have somebody else working on to free up a little bit of your time and make your life a little bit easier. Now, I believe that Belay can help any business, right? A virtual assistant can be useful to any business in any capacity. So here's what I recommend you do. Go to BelaySolutions.com. So that's BelaySolutions.com/ExperienceThis and don't worry haha. Surprise surprise it'll be in the show notes if you want to click over to the show notes at ExperienceThisShow.com and when you click over there what you'll be able to do is two things. Number one there's a document you can download that gives some suggestions of things that you could outsource and delegate. I found this to be hugely useful when we started working with our VA to not only think beyond the show notes because our VAs could do some other things as well like scheduling interviews that we do with folks, or conversations that we have, or fielding requests from PR companies that come in and say Hey we'd love you to check out this article or this White Paper. You know they can help us with the scheduling of that so that documents really useful and you can also if you'd choose share your email if you want to be contacted by someone at Belay to discuss getting your own V.A. because at the end of the day it's all about creating a remarkable customer experience and folks you don't have to do it by yourself.

[SEGMENT INTRO][MAKE THE REQUIRED REMARKABLE]

Joey Coleman Just because you have required elements of your business doesn't mean they need to be boring. It's time to get creative, have some fun, and make people sit up and take notice. Get your customers talking when you make the required remarkable.

[MAKE THE REQUIRED REMARKABLE: First Impressions Set the Tone For Customer Experience]

Joey Coleman Dan, you've spent many many a night in a hotel over the years and as a result have walked through many hotel lobbies over the years. Are there any lobbies that in particular stand out to you.

Dan Gingiss Yeah I remember the Mandarin Oriental in Las Vegas and I don't think it's there anymore but it was-.

Joey Coleman Regrettably it was a lovely hotel.

Dan Gingiss Beautiful hotel and just incredibly ornate with all these statues and artwork and I remember just standing there and looking around trying to take it all in because there were so much there to see.

Joey Coleman Yeah. Part of the reason I ask is because over the last 10 days or so I had the chance to visit two different hotels and walk through two different hotel lobbies that really stood out.

Dan Gingiss And where were those, Joey?

Joey Coleman Well one was Caesar's Palace in Las Vegas and the other was the 1 Hotel South Beach in Miami Florida.

Dan Gingiss So you're pretty far apart geographically but also those seem like they couldn't be more different hotels.

Joey Coleman That's very very true. But like you talked about earlier this season with our segments on Mojo Coffee and Cafe X. Sometimes the best way to make your brand stand out is to go against the grain of the competition which is why I think that these two hotels made a mark on me. So let's talk about Caesar's Palace in Las Vegas first. I mean. First all Vegas itself is one gigantic experience and Caesars is a long term experience that is really on point and on brand at every interaction. When you walk in I mean the place is fit for modern day emperors you come up that drive. There are fountains there are columns you feel like you are stepping back in time and the lobby in particular has these gigantic mosaics behind the check in desk. And when I say gigantic I'm talking I don't know probably 10 to 12 feet tall and probably 20 feet wide or more that show chariot races scenes, and gods and goddesses, and they have costumed staff walking around the lobby that look like Roman centurions and exotic royalty. I mean it's just the whole experience from the moment you step into the hotel they're setting the tone and they're setting the scene and don't even get me started on the Forum Shops area of the hotel that actually has painted ceilings that look like cloud filled skies and then they have replicas of famous Italian or Roman marble statues throughout and they can dim the lights and change the lighting so that you feel like it's nighttime inside the area or daytime. It's absolutely fantastic.

Dan Gingiss Yeah I love the painted ceilings if I recall those also are in the casino which you probably didn't spend as much time in as I did.

Joey Coleman No you are right.

Dan Gingiss But yes Caesars is definitely a fun place to visit.

Joey Coleman Yeah. So the Caesar's was amazing. Now for a change of scenery literally and figuratively from Las Vegas. I ended up traveling not too many days later to the 1 Hotel South Beach. Now first of all this hotel has an incredible location. And when you enter the hotel it's like stepping inside a modern, tasteful, Architectural Digest-esque greenhouse. There are plants and greenery everywhere including an amazing lobby floral shop with pop art icon vases filled with cacti. They have a giant wall mural. And folks this is one where it's really worth going and checking out the show notes and I'm not just plugging that because we just did a segment on the show notes. But go to the show notes that ExperiencedThisShow.com and see a picture of this. It's a mural that depicts a swimmer.

Dan Gingiss That seems fitting for a hotel on the beach.

Joey Coleman Yes it does. But what caught my attention about this mural is two things. Number one it's floor to ceiling. It's a 20 by 30 foot mural. And it's made from live moss growing through slits in a white painted wall.

Dan Gingiss Wait. The mural is made of moss?

Joey Coleman The mural is made of moss. It's not painted it's green moss that creates this image of a swimmer. It's crazy, and it's beautiful, and it's remarkable. So what's interesting is the hotel has this mission to bring the natural world indoors. It's committed to reuse and recycling is extensive. They use eco friendly cleaning products. They have bamboo keys, the staff uniforms are made from hemp. Everywhere you turn there are these subtle touches designed to reinforce their brand image around growing organic elements. And they set the tone for this instantly when you walk in and see this gigantic mural made out of moss.

Dan Gingiss Well it's pretty cool you and I have talked before about companies that are really trying to be environmentally friendly and not in the kind of stereotypical tree hugger way but in actually figuring out how to recycle more, use less waste, use natural products, et cetera. And it definitely sounds like this hotel is doing that.

Joey Coleman It they are. And what I think is the common thread between your experience at the Mandarin Oriental Las Vegas and my experience at Caesars Palace and then the experience at 1 Hotel in South Beach is this commitment to making the lobby an experience in itself. And I think in particular hotel art is something we're going to see more and more focus on in the future. And don't just take my word for it. I recently stumbled across an article in Architectural Digest called, "The Big Trend in Hotel Art," which is a really catchy title that leaves nothing to the imagination.

Dan Gingiss And cause you to predict a big trend in hotel art?

Joey Coleman It caused me to see the next a big trend in hotel. Yeah. Funny how that works right? But what I love is the article. It starts by talking about this new sculpture at the Peninsula Hong Kong that took seventy two people and two cranes to install. And then they also talk about this three story high weeping cartoon character at a property in Bermuda, and then a Damien Hirst bronze of a headless giant that is taller than most Ferris wheels and now sits on an island located in the middle of a swimming pool at the Palms Casino Resort in Las Vegas. Now obviously there's a continuing theme of Las Vegas hotels here. But the best hotels are betting big. No pun intended, and these art pieces are not cheap. That a great way to stand out is going to be with world class artwork.

Dan Gingiss Ah well I love it conceptually I mean everything's big in Vegas right. I mean it doesn't matter whether it is the art or the food or the casinos or. Entertainment or the hair or the whatever it is it's always big and that is one of the things that makes Las Vegas in particular appealing. I think here you know to me it depends on the artwork, right? If you're a really big art fan you may this may be more interesting to you, but it sounds like these are more than art that they're actually meant to be experiential. And you can't miss going into the 1 Hotel and seeing that that moss display right because it's gigantic and it's right in front of you and so you don't have to be an art lover to appreciate it.

Joey Coleman Exactly. And it's one of the things I love about this trend towards art in hotel lobbies. The people who are really in the know about art and really have a love and affinity for art are going to go bonkers over this because they'll know the artist you know when they see a Damien Hirst piece they know who it is and they have kind of that background. But even folks who have zero exposure to art are going to be captured and captivated by the aesthetics of the art piece. So I think the takeaway for me here is, what is your business doing to think about incorporating art and aesthetics into the experience? Are there things you can do to take your customer's breath away when they walk into your office or into your store? If you were trying to create an analogy to this what could you do to make a customer have the same experience Dan did when he walked in and really had to kind of pause and just take it all in? What can we do to design our experiences to have that type of emotional interaction right out of the blocks?

[SEGMENT INTRO][THREE TAKEAWAYS]

Joey Coleman We've talked you've listened Now it's time to act. There are many things you could do to take what you've learned in this episode and implement it. But at times that can feel overwhelming. Instead why not just focus on three takeaways.

[THREE TAKEAWAYS: Questions to Consider for Episode 70]

Joey Coleman Takeaway #1 - What can Lego teach you about experience? Do you believe that every point of the experience matters? Have you mapped the journey your customers travel before they interact with your product or service as well as afterwards? Have you made time to build in play? When things go wrong do you fix them or make the bold choice to dismantle the whole thing and find a better way?

Dan Gingiss Takeaway #2 - Are there aspects of your customer experience that are important but that you don't need to spend your time on? Every business has customer touch points that are important but not significant. Where can you have someone else handle the behind the scenes activities to make sure you can focus even more on the crucial parts of your customer experience?

Joey Coleman Takeaway #3 - Are you incorporating art into your experience? When people come to visit your office, your store, or any location your brand frequents, is the experience artistic? Are there things that stand out, things that your visitors or customers will want to take a picture of and send to someone else or post on social media? By designing your space, be it your lobby, your office, or a pop up location, you have the chance to embrace the arts and use them to showcase your remarkableness.

Dan Gingiss And those are the three takeaways for this episode. Which also brings us to the end of Season 3 of the Experience This! show. Oh so sad, Joey.

Joey Coleman Parting is such sweet sorrow. Season 3 would not have happened without the support of many incredible people including:

Dan Gingiss Our partners at Sitel group especially Becky Davis, Martin Wilkinson Brown, and Rebecca Sanders. Our friends at Yoko Co. who designed our website including Stacey, Max, and Chris, and the lovely client success team at Belay Solutions especially Ashley for all of their work to make season three possible.

Joey Coleman And let's not forget our production team which includes R.J. Basilio, our audio engineer. Cassi and Whitney our incredible virtual assistants and keepers of the show notes, and my law school roommate Devin Seaman who is the composer of our music and our intros and outros.

Dan Gingiss Also we want to thank the many contributors who left us messages on Speak Pipe, who provided audio clips, who sent in stories of their own experiences so that we could create a new segment called Listener Stories. We appreciate every one of you for helping make the show what it is.

Joey Coleman And last but not least to you our listeners. Every podcast hopes to have amazing, remarkable listeners. And guess what? Ours are the best. We love that you tune in week after week. We love that you submit stories for us to listen to, we love that you share the podcast with your friends, but most of all we just love that you're willing to give us time. Give us time to think a little bit differently about customer experience, to hear some stories of customer experience delight, and to take the things you learned from the show and implement them into your business so that your customer experience gets better and causes all boats to rise together, because if you make your business better it forces your competitors to get better. Which forces everybody that you interact with to get better when it comes to the experience they deliver to their customers.

Dan Gingiss So thanks for a wonderful Season 3, have a fantastic summer and we will see you back here in the fall for Season 4 of the Experience This! Show.

Joey Coleman Wow. Thanks for joining us for another episode of Experience This!

Dan Gingiss We know there are tons of podcasts to listen to, magazines and books to read, reality TV to watch... We don't take for granted that you've decided to spend some quality time listening to the two of us.

Joey Coleman We hope you enjoyed our discussions and if you do we'd love to hear about it. Come on over to ExperienceThisShow.com and let us know what segments you enjoy, what new segments you'd like to hear. This show is all about experience and we want you to be part of the Experience This! Show.

Dan Gingiss Thanks again for your time and we'll see you next week for more...

Joey Coleman Experience This!