

Zay Canters ([00:00](#)):

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Trudy Rankin ([00:35](#)):

Welcome to the Online Business Launchpad podcast. We're gonna be helping guide you step-by-step through the process of growing your business online, and we're gonna be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:56](#)):

Welcome everyone. I just wanted to say, uh, we're excited to have you here listening to us on the Online Business Launchpad podcast, and I'm really keen to share today's episode with you. I- I really love talking with people about their business journey, and what they do to make their business work. And I think that people who have had their own business for a while have so much value to share with people who are just starting out. In fact, one of the requirements for working on the OBL team, or online business liftoff team, is that our team members have their own business, e- especially an online business, or they've worked for an online business in the past. 'Cause there's just nothing like going through the struggle yourself, to give clarity on what works and what doesn't. Theory's really great, but practical experience is massively powerful.

Trudy Rankin ([01:43](#)):

And today Zay Canters will be joining and sharing their business journey with you. Now, Zay is our community manager for the Online Business Liftoff Program, and yes, Zay definitely also has experience in setting up and running online businesses. So welcome, Zay.

Zay Canters ([02:00](#)):

Hi Trudy.

Trudy Rankin ([02:01](#)):

It's really cool to have you here. We get to see each other a lot during the week and stuff like that, but I'm really keen to ask you a few questions about your journey, and- and what you've sort of learned along the way. So maybe let's just start out, um, by going back in time a little bit, and just tell us a little bit about your background, and- and the f-, what was the thing you found most challenging when you were growing up?

Zay Canters ([02:26](#)):

Yeah, sure. Well, I grew up in Melbourne, Australia, and I had a pretty great childhood, actually. My parent, my parents owned a business, so I knew what it was like, uh, kind of running a business, because it was, it seemed really challenging, actually, though. Come home, and they were always talking about, um, work, and what was going on with the factory. And I wasn't really interested at the time. It- it just seemed quite normal.

Zay Canters ([02:55](#)):

Um, but yeah. Uh, I never really thought I was going to get into business, but when I went through university I s-, ha-, I studied business. I have a business degree. And I realized soon that all the people, or most of the people who did that business degree don't actually know what they wanna do with their lives. They're like, "None of the other courses seem to interest me, so I decided to do business." And um, and to be honest, I didn't really enjoy that much.

Trudy Rankin ([03:30](#)):

[crosstalk 00:03:30].

Zay Canters ([03:30](#)):

I spent most of the time partying, drinking alcohol, um, (laughs), not doing much, not studying a lot. Um, and I wasn't really sure if that was, that was it for me.

Trudy Rankin ([03:42](#)):

Yeah, yeah. That's... You know, a lot of people... It's- it's interesting. Just- just trying to decide what you wanna do, and then going to university, and being expected to know in- instantly what it is you wanna do, it doesn't kinda like work like that in businesses either. Oftentimes you think, "I'm gonna start this business," and you get in, stuck into it, and you start to learn along the way, pardon me, so much about the people that you're working with that you end up changing direction. And it's kind of the same with you a little bit, I think. Do you wanna just talk a little bit about the- the people that you serve, and the businesses that you've run, and why you decided to start those businesses?

Zay Canters ([04:19](#)):

Yeah. So currently I run two businesses, two online businesses. The first is called How I Quit Drinking Alcohol. You could probably guess what that might be about. Um, but it's- it's online support helping people all around the world to quit drinking alcohol. And uh, the other business is called Fearless Movement Collective, and we deliver online fitness, nutrition and mindset coaching to the transgender and gender-diverse community, um, to the entire queer community, but we- we, our expertise is within the trans and gender-diverse community, which is the, which is the community that I belong to, so it's something that I'm very passionate about.

Zay Canters ([04:58](#)):

And same with helping people quit drinking alcohol. I used to, I used to be an alcoholic. I used to drink a lot. Um, started when I was very young. Um, and I think that stems... Well, it stemmed from, you know, maybe childhood trauma, like being gender-diverse, and not really understanding, um, my own gender identity at that time, and feeling like I needed to suppress myself and suppress my identity, um, and fit in. And um, and when I quit drinking alcohol I, it made such a massive impact in my life. And because I was quite public about it a lot of people were asking me for help. Um, I didn't intend to start a business helping people quit drinking it just, it's just that so many people were asking me for help and, "How did you do it? How did you do it? How did you quit?" Um, "My... How can you help me do the same thing?" But I couldn't not do anything about it. I had to find a way to help other people. Um, and I could only, I could only do that if I learned what was going on in my mind.

Zay Canters ([06:10](#)):

So that's when I studied to become a life coach. And through that- that incredible life coaching course that I did I decoded a lot of the things, a lot of the strategies that were going on in the background, (laughs), in my mind, um, that allowed me to successfully quit drinking alcohol. And so I turned that into an online course, a membership site, and I helped people quit drinking through that, through an online community. So that was how one of my businesses started.

Zay Canters ([06:40](#)):

And the other business, Fearless Movement Collective, uh, I work with my partner Bowie, who, uh, is also part of the- the trans and gender-diverse community. And they are a fitness coach. So we thought we would combine our- our, uh, expertise, (laughs), and they, we would run a- a mainly fitness coaching business supporting the trans community, which don't often have the ability to access, uh, gyms in their area, um, for many reason. They maybe don't feel comfortable. They feel excluded or unsafe. And we found that that was a big need, a big need that wa- wasn't being fulfilled. Um, and so, while we did try other niches, when we found this one we felt, wow, this is, this is exactly the kinda people who we wanna help. And we feel very passionate about- about the work that we do.

Trudy Rankin ([07:41](#)):

How long did it take you to, I guess, try other niches, as you say, and- and then you finally worked your way through a process, and landed on the one that you're working with at the moment. How come-? How long did it take that process?

Zay Canters ([07:54](#)):

Um-

Trudy Rankin ([07:57](#)):

I guess, to get to completion?

Zay Canters ([07:59](#)):

It took quite a long time. Um, looking back on the very first niches, I feel a little bit embarrassed. Like oh, why did, why did we try to, you know, go into that niche? (laughs). We didn't know what we were doing. Um, but you know, to be honest, at the beginning of our business we had no idea what we were doing. We didn't even know what a niche was. Um, (laughs), so, and we went through multiple niches. I could just name a few of them. One was training personal trainers on business. I mean, I'd never even started a business before. It's like, (laughs), why are we-? You know? Yeah, we were trying to be experts in something that we weren't experts in.

Zay Canters ([08:37](#)):

Um, then one of our clients was, um, a mother, a mum, who was a lesbian. So we thought, that's it. Lesbian mums. That's our target market. But the more that we worked with and talked to lesbian mums, (laughs), um, the more we realized that's not what they want. They don't want online fitness training. Uh, it just so happened that our one client, um, was a bit of an anomaly. (laughs). Um, and then we went... Like we got ideas from other people, like golfing, sports clubs. Um, and we kind of went into those, but we weren't really passionate about it.

Zay Canters ([09:15](#)):

At the beginning these, when we first started our business, we thought, oh, how about, you know, working with, you know, transgender and non-binary people? And before we thought to even try it, we already canceled it out. I already said, no, that's not gonna work. Um, they won't want, they won't want co-coaching or, um... No, it's probab-... They probably can't afford it. And yeah, we made all these assumptions about a niche, which were completely wrong, which led us on this path trying to find, um, a profitable niche- niche, but going through niches that weren't really, um, what we, what... They- they weren't wanting what we was offering. Yeah, so it took like maybe over a year to actually come to that niche.

Trudy Rankin ([10:10](#)):

That's... And- and what... The experience that you've had's not uncommon. You know, it took me, just to come and land, finally land my business on where, you know, I really have a passion for it, I can see that we're helping people, what we do, it takes time, doesn't it? You have to just be patient with yourself. And I- I know a lot of people would s-, you know, they- they, if they were going through that process they would think, oh, that was a failure, that was a failure, that was a failure. It's not really a failure, is it? It's a-

Zay Canters ([10:34](#)):

[crosstalk 00:10:34].

Trudy Rankin ([10:34](#)):

... a learning, a learning point, a learning point.

Zay Canters ([10:36](#)):

We learned so much in that first year. We made every single mistake you can think of. Um, yeah, all of the... We- we knew nothing. We were just learning from scratch, Googling everything that we could, we could find, and um, going in lots of different directions, not really, you know, heading in the right direction. But what we did do, which was really valuable, was make a lot of connections. Because we talked to a lot of people, we, um, yeah, we had a lot of conversations. We tried a lot of things. We figured out what worked, what didn't work. And um, and we made... And some of the connections that we made in our first year, maybe they weren't directly our clients, but they helped to connect us with all sorts of organizations, and other people who were aligned with our, uh, eventual niche.

Trudy Rankin ([11:34](#)):

Yeah, it's one of the things... It's... That's really powerful, because one of the sayings that you sorta hear around the online business community is that action brings clarity. And- and that's the only way you get, you get clarity. That's- that's really... And- and it also says something for your- your willingness to just continue, to keep trying stuff. Just keep trying things, and seeing what worked and what didn't. Can you just talk a little bit about the validation process that you used? Or how-? I'll rephrase the question. How did you go about validating that, the final niche that you ended up in was actually going to work?

Zay Canters ([12:09](#)):

Through lots of conversations and talking to people. We did put out some surveys when we first started, which was good. And um, we did ask some pretty good questions that gave us a- a good idea, but I'd say it was mainly through- through conversations, and reaching out to people and organizations, um, and just hearing about their problems. It wasn't actually... Uh, we didn't have a structure or a strategy

around it. We didn't say, you know, "These... We're gonna have this many conversations with these kinds of people." It was just, what events can we go to? What networking can we go to? What, you know, what's-? Where are the people gonna be, and what are they talking about? It was online and on-on Facebook. Uh, Facebook actually was pretty handy, going into private Facebook groups, hearing what people were saying. Um, yeah.

Trudy Rankin ([13:08](#)):

So- so in the business, obviously you charge money for the work that you do. How did you find that whole of deciding how much to charge, actually asking somebody if they will pay, and- and that? Just talk a little bit about that process, the selling, the- the beginning of the selling process.

Zay Canters ([13:29](#)):

Yeah, we s-, we started with our prices quite low, uh, for training. It was very low. And they slowly increased when we realized that this isn't worth our time working for this much amount of money. It was good, because it gave us the experience that we needed. So we got those very first clients in because we were only charging like, you know, \$20 a session, or, um, you know, for online training \$10 a week, something really, really small. And the more we got used to it, the- the more we increased it too.

Zay Canters ([14:05](#)):

And after talking to people, and um, through sales conversations, we're still hearing that our prices are reasonable. And because of that the community that we work with, we, yeah, we know like what is a pretty good price. When people... When we mention our price to people they all say, "Oh, then that's fantastic," or, "That's a great price." And some people are like, "Whoa, that's really expensive." So it- it depends on... You know, every- every person's different. They all have different, um, needs, and in, uh, different situations.

Zay Canters ([14:44](#)):

But we also deliver a range of services that- that- that [inaudible 00:14:50] all the different prices. So our lowest program is \$10 a week, which most people who really wanna work with us, who really wanna train with us, um, uh, you know, that's- that's a good price for them. And [inaudible 00:15:04] can go up to, you know, hundreds a week.

Trudy Rankin ([15:07](#)):

And do- do-?

Zay Canters ([15:09](#)):

And they're all on a recurring schedule as well.

Trudy Rankin ([15:13](#)):

All right. Sorry. Yeah, yeah. Sorry. Didn't mean to interrupt. So it's all on a recurring basis, like a membership basis.

Zay Canters ([15:16](#)):

Yep.

Trudy Rankin ([15:16](#)):

Yep. And then you have tiers, uh, in terms of levels of what people get for what they pay for.

Zay Canters ([15:23](#)):

Yeah, yeah. So we have different tiers and different add-ons as well. So if they wanna add on, you know, one-on-one coaching session every week, or every fortnight, then we can add that on, and it just gets charged to their credit card automatically.

Trudy Rankin ([15:37](#)):

Yeah.

Zay Canters ([15:37](#)):

If they wanna pause it, then we pause it for them. There's no, we don't have any lock-in contracts or anything like that, um, because we understand that our, yeah, things pop up. You know, life happens. People kind of always continually stop. And a lot of gyms do have lock-in contracts. Like you, if you sign up with them, you're locked in for like three months, six months, a year, um, and that can really be challenging for a lot of people. But I think it's important to understand your audience and kind of make services and terms that work for them as well as us.

Trudy Rankin ([16:13](#)):

Yeah, yeah. For sure. And what about your- your- your business model for- for your, um, how to quit drinking alcohol business?

Zay Canters ([16:22](#)):

So that is a membership program, and people can sign up to that. That is fully automated. Um, I did start that as a 12-week online course, and it was, it was like a \$600, US\$600 for the course. And so it was quite an intensive course. And it was great. My very first one I had maybe six people on it, and I made the content, I was creating the content as I built it. I... Did I say that right? As- as the course progressed, um, I built the content as I went. So I sold the course first, and then built it. Um, and then once it was finally built I transitioned it from a online course to a membership, where people can sign up and leave whenever they like.

Trudy Rankin ([17:15](#)):

What made you decide to go with a sort of a membership model for both of the businesses?

Zay Canters ([17:20](#)):

For the How I Quit Drinking Alcohol business I wanted it to be, uh, membership-based, because not everyone's journey is the same. And I knew that if I ran it as a course that happened, um, at the same time, yes, they might have a community of people going through it at the same time, but they could only join at that one time. And a lot of people who are struggling with alcohol addiction, they want to, when they're in that mindset, like I need to do something about this now, they need access right now. And if- if they need to wait a month, or a couple of months, then, you know, maybe that's a bit too late. So I wanted this to be accessible, um, for more people. And I also found that the pricing structure of the first one was also very expensive, um, for a lot of people, especially people who are, um, addicted to alcohol. They may not have a lot, a lot of money to spend, especially 'cause my clients are all around the world.

Zay Canters ([18:25](#)):

And so I thought by having it as a membership model I would not have to be as present in it, and it wouldn't have to be as intensive. They can drop in. They can jump in when they like. Um, and it's, and it's a lot cheaper. And when they want to leave, or when they quit drinking alcohol, then they can leave whenever they want. And I found that was a lot more flexible, um, for the- the community that tend to, you know, gravitate towards myself and the way that I help people quit drinking.

Trudy Rankin ([18:59](#)):

Yeah. Yeah, yeah. So if you're thinking about all of the things that make up a business, and all of the things that you have to do and learn, what would you say was the most challenging thing that you have had to face in setting up either of your businesses?

Zay Canters ([19:15](#)):

This is... (laughs). That's a challenging question, because there have been so many challenges. So many challenges. Um, a lot of the- the technical stuff is quite challenging, but if I find if I'm in the right mindset, any technical challenge I can overcome. Where I can Google it, I can search for it, I can, you know, email support. I can... There's a ton of things I can do to find answers that I want, and to create, to create what I want, even though it's challenging. Um, the hardest part is getting into that resourceful mindset, ins-, (laughs), instead of being like, oh, I can't do this, oh, I give up. (laughs).

Trudy Rankin ([19:53](#)):

So- so what do you do to get into that mindset?

Zay Canters ([19:59](#)):

Breathing helps. Taking some really big, deep, long breaths-

Trudy Rankin ([20:05](#)):

Mm-hmm (affirmative).

Zay Canters ([20:05](#)):

... really helps to calm you down. Uh, taking some breaks and coming back to something, instead of spending hours trying to solve just one problem. It's like, you know what? Maybe if I go away and come back, then I'll have, I'll look at the problem with a fresh mind, mindset. And also connecting with, connecting with who I really wanna be. Connecting with where I want to be in the future. So a lot of the time I can get- get caught up in the details. I'm a very detailed, um, person. (laughs). And sometimes I can get caught up in just the really small things, and I lose focus on the big picture. And when I lose focus on the big picture I can, I can get a little bit lost in- in my small tasks. And when I get lost in my small tasks I can't see why I'm even doing this. (laughs). Why am I even doing this? Like who am I? What is my life about?

Trudy Rankin ([21:08](#)):

(laughs).

Zay Canters ([21:09](#)):

I can, I can get in... Almost, like if I, if I let myself go too much into the details I can almost become sometimes depressed for periods of time. And even through my business there have been times where I felt like really down, like even- even a bit depressed for periods of time. But I always kinda... And it's when I start focusing on the bigger picture. Why am I doing this? Why am I working so hard? Or- or why am I trying to overcome these challenges, um, that I'm having?

Zay Canters ([21:44](#)):

And when I do look at the big picture I realize that It's so much bigger than this little challenge. It's the mission that I'm on. It's how I'm changing the world. It's the people that I'm helping. Because everything that I'm doing right now is gonna help that one person quit drinking alcohol and change their life. It's gonna help that one, you know, trans person who is, who's struggling with their- their health to find us, and then get some support where they couldn't find any support before. And for me, like quitting drinking changed my whole world. It changed my life. If we can, if we can do everything that we can do now to get our services out just to one more person and change their life, then that is, that to me is really motivating. And that helps me to get off my butt, you know, stop getting caught up in the details, and just go take action.

Trudy Rankin ([22:42](#)):

Yeah. No, I think that's- that's really valuable advice, I think. Because I know based on my own experience, and also the people that we work with in, um, this Liftoff Program, that it is actually, um, possible to get depressed when you're working towards a goal that sometimes just seems unattainable. There's so much learning to do. There's so much work that has to be done. And not everybody in our network of friends and family and acquaintances understands what we're trying to do. And it can be really lonely. So I think that's really powerful, you know, basically reconnect with why you're doing it in the first place, it can be a really, really valuable and powerful way of sort of helping to lift- lift the- the mood a bit, and to, um, to actually be able to just keep going.

Zay Canters ([23:28](#)):

Oh, that's vital.

Trudy Rankin ([23:30](#)):

[crosstalk 00:23:30]. Oh yeah. [crosstalk 00:23:31].

Zay Canters ([23:30](#)):

[crosstalk 00:23:30] to give up. (laughs).

Trudy Rankin ([23:34](#)):

Yeah. So- so, and- and you're the community manager for our Online Business Liftoff Program that we run, and- and one of the things that you do is- is that you- you go away, and you hunt up software programs that are going to help make the process easier, either for us or for the participants. So it's something that you do, and I know you mentioned software before as something that can really sorta get you down. But you do have a bit of a thing for being able to go out and play with software. Out of all the software that you've used in your businesses or in ours, uh, with the ODL, what would, what is your favorite piece of software, and why would you recommend it to people?

Zay Canters ([24:14](#)):

(laughs). This is a hard one. Um, favorite piece of software? I go through phases, because software is changing so much. So sometimes one thing is, you know, the best thing ever and I'm using all the time. And then the next thing will come along, it's like I'll go to that thing. Right now I'm, um, transferring to, all of our subscriptions over to Chargebee, um, our membership subscriptions. And uh, I'm saying this because I was just having a look at all the different subscription software. Because we're going global now. We're going to need a subscription management tool, um, that's going to be really powerful, that's going to be able to take multiple currencies, that's going to, you know, every single type of subscription that you could, um, like variation that you could want, I need that capability.

Zay Canters ([25:13](#)):

And also to automate things right now, our clients, if they want to pause or cancel or upgrade, or anything like that, they call us up, and we talk to them, and we have to do it all manually, which is pretty time-consuming. Uh, and I make mistakes sometimes. (laughs). Can't always really on myself until I get the right thing.

Zay Canters ([25:34](#)):

Anyway, so what this program does it, is it gives them a login, and they can do it all themselves. They can upgrade, downgrade, pause. Um, and it's- it's incredible. And when I was checking out all the different options their support reached out to me straightaway and said, "Hey, do you need any- any help," and I was on a call to them within- within the day, and you know, trialing it out. And I find that level of customer support just amazing.

Zay Canters ([26:05](#)):

And I- I find... You know, back when I started business I didn't really care too much about customer support. But now that I know how much, um, how many challenges that you can have with tech, having that support, where you can rely on them to be there, is really awesome. So I find, um, all tech, uh, you know, tech, um, software that have great support behind them, uh, (laughs), are some of my favorite. So I would, I would go with that one at the moment.

Trudy Rankin ([26:39](#)):

A- and tell us the name of it again.

Zay Canters ([26:41](#)):

It's called Chargebee.

Trudy Rankin ([26:42](#)):

Chargebee, as in the letter B?

Zay Canters ([26:46](#)):

Yes. Chargebee with like a, like a flying bee.

Trudy Rankin ([26:50](#)):

Oh, a bee. Uh, Chargebee.

Zay Canters ([26:50](#)):

(laughs).

Trudy Rankin ([26:51](#)):

Yeah, okay. Cool. Well, we'll put that in the show notes, so people can go and check it out, if- if that's something that they would find useful.

Zay Canters ([26:58](#)):

Yeah, they should pay me for that. (laughs).

Trudy Rankin ([27:01](#)):

(laughs). Actually, absolutely, absolutely. Um, I... Uh, we're- we're getting close to the end of our time, but I- I did have one other question I'd like to ask you, and that is- is that... A couple, but this one is the main one, is that if you had one main piece of advice to give to a business that's ready to grow, or they wanna increase their online presence, what would it be? What would be the main piece of advice that you'd give people?

Zay Canters ([27:24](#)):

So a online business that is currently running and wanting to grow?

Trudy Rankin ([27:28](#)):

Ready to grow, yeah.

Zay Canters ([27:29](#)):

Ready to grow. Yeah. [inaudible 00:27:32]. (laughs).

Trudy Rankin ([27:33](#)):

I'm- I'm- I'm going to add a little caveat to it. It's for a business that's ready to grow, and they're struggling to figure out how to get started with that growth.

Zay Canters ([27:42](#)):

So I'm assuming that they would have all of their systems in place, that they know how to do a sales call, or do whatever a sales process that they're going through, that everything is ready and set up, and they're ready to just blast off. Then I would go Facebook ads, Google ads. It's time to start reaching out to your audience. It's time to start putting yourself out there, um, because you would have already have had to put yourself out there a bit to like, you know, get your first clients, learn how to, you know, create all of those prices and systems and stuff like that. Um, growing is when you're ready to take on more. And I would say that's when promotion, (laughs), sending out those emails.

Trudy Rankin ([28:31](#)):

Yeah, for sure. And- and you, do you use ads in either of your businesses?

Zay Canters ([28:36](#)):

Uh, we're currently creating our... Uh, it's not the first time that we've run ads, but we're, um, just about to launch some ads right now.

Trudy Rankin ([28:45](#)):

So how did you go about learning about how to do all that? What would people-? Where would people go if they wanted to learn how to do that?

Zay Canters ([28:51](#)):

Well, I've just been going through... We're starting with Facebook. So Facebook has a really amazing, um, like learning center, and they have the business, the business area as well. So I've just been learning everything through Google and YouTube, and anything that I can find, um, online. And I know that a lot of, a lot of it is trial-and-error as well. So we're going to be putting, you know, \$50 down, just a really small amount at the beginning, see how we go, and find something that works. So if it comes back, and it's really positive, and you know, we get clients through it, uh, we get leads through it, then that's- that's gonna be awesome. We'll put more money towards it. Um, but a lot of it will be, a lot of, a lot of it will be testing and reviewing.

Trudy Rankin ([29:43](#)):

Yeah, no. And- and that's the way you have... That's what you have to do with ads, and you know, your- your sales funnels. You've gotta test and optimize, and test and optimize.

Zay Canters ([29:51](#)):

(laughs).

Trudy Rankin ([29:52](#)):

Yeah, no. That's, I think that's really, really good advice. So I just wanted to- to say thank you, Zay, for just being willing to share with our listeners. And before we close off today, how can people get and contact you if their interested?

Zay Canters ([30:05](#)):

Yeah, thank you so much for having me, Trudy. Um, it's been really great conversation. I think, um, like I said, to get in touch with me you can either, uh, email me through Online Business Liftoff, like on email, zay@onlinebusinessliftoff, uh, if you ever wanna get in touch.

Zay Canters ([30:22](#)):

Uh, also for my other businesses you can go to howiquitdrinkingalcohol.com. You can find the support group on Facebook, uh, which has, you know, like over 1,000 members. It's really, it's a really great group to join if- if you're wanting to either quit drinking or cut down on your alcohol consumption. And if you just search on Facebook How I Quit Drinking Alcohol it will pop up there.

Zay Canters ([30:48](#)):

And also our other business, Fearless Movement Collective, you can go to fearlessmovementcolle-, uh, fearlessmovementco.com. And um, you can also find us on Facebook. We also have Instagram. (laughs). Uh, we have a podcast called Non Gendered Fitness, which, uh, my partner Bowie is the host of, and we do some really great interviews there with, um, about- about fitness, um, specifically for people in trans and gender-diverse community.

Trudy Rankin ([31:19](#)):

I want to say... No, thank you for that. And um, I just wanted to say, again, thank you very much, and really, really excited to be able to talk to you today.

Zay Canters ([31:27](#)):

Yeah. Thank you so much Trudy.

Trudy Rankin ([31:30](#)):

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