



EP 07

Architect turned Digital Marketer – Marketing Agency growth tips ft. Jason Lockhart



Azhar Siddiqui 0:00

Welcome to another podcast folks, my amazing guest today, Mr. Jason Lockhart. And I just found out that Jason used to be a college professor back in the day before his digital marketing agency days, and we're going to have a great conversation with Jason on how he started out where he started out how he ended up with Kitchen and Bath marketing solutions, what the journey has been, and who's the person behind this, this amazing digital marketing agency that Jason has created? And what are the things that set him apart and gave him the experiences that kind of led to this amazing marketing agency and a successful marketing agency? So, Jason, welcome. Thanks for doing this. I really, really appreciate it, sir.

Jason Lockhart 0:56

Oh, thanks for having me out there. How are you today?

Azhar Siddiqui 0:58

I'm doing great. I'm in Islamabad, Pakistan. You know, the journey I've been on over the last one year, it's been very incredible. And, you know, supposedly living out of my suitcase for the last year. But, but the amazing thing is that this building, this business, that I'm part of RepStack is just blowing up. And, you know, it hasn't given me a lot of time to focus on, you know, where I'm going to live next, and things like that. But the cool thing is that everything is up for grabs right now. And, you know, it feels like that the world is my oyster. But I am in Pakistan these days. And most of our VAs that we place as well. They're all in Parkson as well. And they all work at night because 99% of our clients are US and Canadian clients. And so so I'm kind of having to lead by example here as well. And I'm working nights as well. So my workday starts at 5 pm. It ends at 1 am. And, you know, I've been doing it this for the last nine months now. And really looking forward to getting back stateside and getting back to my normal daily routine. But as of right now, I'm passing it off as leading by example and being in the trenches with my team, and doing it myself as well. How about you? How are things going on your site?

Jason Lockhart 2:33

Okay, so I mean, Grapevine, Texas, which is about 20 minutes north of Dallas most people have no idea where Grapevine is what I tell them is if you've ever flown in into the DFW airport, you were in a Grapevine, because that's actually in Grapevine, Texas. So just a little me, I got into all this. So my background is actually in architecture. So I'm a trained architect with to Southern University, which is in Baton Rouge, Louisiana. Then I got a graduate degree in Urban Planning at The Ohio State University. So I'm a buckeye. And I would say right after that, with right after graduate school, went home because home for me, it's Los Angeles. So I had moved home for a little while work there for a while. And one of the professors I had at Southern University, he became you know, the Dean of the School architecture at Southern University and asked me to help him and hit up there teach which was interesting. That's a whole nother conversation. That's why he asked me because I was not his favorite student. But that's a whole nother conversation why I was not but, uh, so and I'll just say, uh, when I walked across the stage, and he shook my hand, he said, I was a pain in the A to him. So I just made it. And so when he called me to ask him to work, I mean, asked me to work with him. I was sitting like... Aren't I the same student that you said, I was a pain in your "A", like, why would you want me to work with you? Because I know you're gonna be a pain in the "A" to the students and all. So moved back to Baton Rouge taught at Southern University for about 8 to 10 years.





Azhar Siddiqui 4:21

Oh, wow!

Jason Lockhart 4:22

And then, while I was here, some of my classmates had graduated when they were in the Dallas area, and they were ready to move out on their own. So it was like, Well, look, let's begin our own firm and we all opened it up and I was in Louisiana at the time still teaching and then I moved over to Louisiana State University LSU and I taught over there in the school architecture in the schooling interior design. Wow, also had the firm but on the architectural side, we do a lot of commercial design, and school design. And since my emphasis is on urban planning, I do a lot of university master planning. because that's where I have a lot of my connections. So how I end up on the marketing side? So when I was at LSU, one of the professors there said, why don't we do like a marketing class, you know, like some type of marketing class, and nobody really knew digital marketing like that. And what ended up happening is that some of the professors say, why don't we let that young buck, take the class and, and I kept the name young buck, because I was the youngest hire, and also Ohio State Buckeyes, that's when we graduate. And so I was a young buck. So there's like, why don't we let the young buck have the class. So I ended up. So I have found out about this and April. And we were supposed to have the class in August. And I didn't know a whole lot about digital marketing at the time. So I told the dean, for me to take this class, you have to send me to every website design, social media SEO conference that is happening between now when time school starts. So in between April and August, I had a graduate school education in digital marketing. I mean, it was like drinking water from a firehose losing so much information. But I knew I had to be ahead of the student. So I made for that four months, I was traveling all over the US, Florida, Louisiana, Mississippi, California for all these conferences on like I said, web design

Azhar Siddiqui 6:28

What year was this Jason? What year was this?

Jason Lockhart 6:32

This was in 2012

Azhar Siddiqui 6:39

Okay. So about, nine years ago?

Jason Lockhart 6:44

Yeah, So yeah. And I mean, it was so you talk about social media world, their conference, you talk about the SEO conferences, all I mean, web design, all types of conferences that were happening in between April and August. That's where I was at. I was at every conference. And it was, like I said, a graduate school education. So once I learned all at half the class, So I actually taught the class. And so I started to implement the same tactics on our architecture for in the doubt series, also started to do a lot of SEO and all. And so we actually work with a lot of interior designers. And so one of the interior designers around 2012 2013 asked us, I've been hearing about this SEO thing, like, I mean, what is SEO thing? Can you help me with that? Because I've been seeing you more online. And so I said, Sure. We'll be happy to help you out. So we helped her out. Six months later, she has some success. And then one of her colleagues reached out to her and said, What are you doing? Because I'm starting to see you online more. She said, Well, Jason is helping me out. She's like, isn't he an architect? She like? Yeah, but he does the marketing for his firm. So we helped her out. But six months later





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start to ask, what's the status. And so after that, we started to get referrals. And so that was the start of digital marketing. It was announced around 2013 2014.

Azhar Siddiqui 8:12

But so, when you... so sorry, to cut you off there, Jason. So when you said that you and your buddies, we're starting an agency. So that was really the architectural agency that you guys first started out. And that was back in when again,

Jason Lockhart 8:29

That was in 2007 or 2008. Right around when we had the housing debacle here within the US.

Azhar Siddiqui 8:36

Yeah, So you, kind of have the experience in launching businesses early on. So you've been doing that since 2007. And, and then the journey kind of crisscrosses between your teaching and, then going into a little bit of digital marketing. And then references start coming in and are very exciting. So that's great. Sorry, so go ahead. So what happened next?

Jason Lockhart 9:04

No. So once we had opened up the firm around 2013-14, it was actually a general marketing agency because we were helping a lot of home services. So we were helping roofers, we were helping contractors we were helping flooring people landscapers in our area. And so we really got to an area where we plan to tow so we no matter what we eat was just hard for us to grow on the marketing side not on the architect side is just on the market. So we had plateaued on the marketing side. So around 2019 We actually had an I actually had a talk and this happens at the end of every year I actually talk to my partners on the architecture side to see what can what has happened over the year what do we need to enhance, what do we need to do differently so we actually had a talk And then we said, we haven't had an economic downturn in a while. And we need to prepare for that. So we need to do some investments because we actually, uh, we became the architecture, as I said in 2008, right around the housing debacle, and this is now 2019. So they're in between that time that the economy has been slow. And we knew, eventually, something will happen. Now, we didn't know that Coronavirus was going to happen. But we knew just by, you know, just by how, the economy works, we knew something would happen. And so we said, well, we need to have an investment in something else. And so I say, Well, look, we have this marketing agency, that we haven't really put a whole lot of time in and we've just been over 90% of our clients. We're all referral base all referrals. So we didn't do ironically enough, we didn't do any marketing for the marketing agency.

Azhar Siddiqui 10:58

Believe it or not, that's true for a lot of agency owners. I know.

Jason Lockhart 11:03

So, we said okay, so we need to actually invest in this. So the architecture firm, gave, the marketing firm alone to actually help it out. And so I started to look at some coaches, because I'm like, Okay, well, we plateaued, so we need to really learn how to take this to the next level. So that's how we found Josh Nelson, you know, and the seven-figure agency through, you know, research. So we had joined net right around the end of February 2020. So one of the first things we had talked to so when we signed on with Jeff, I mean, So Jeff was our





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account manager. And Josh said, you know, Jeff was going to help you out. And so we had talked to Jeff and, one of the things that Josh, really, and the whole program really emphasizes to niche, really focus on your niche so you can scale. And so it's we were a general market marketing agency, we were a little hesitant because we were like, Oh, well, we've been doing all right, and have it all. But then Jeff came, he was like, but you want to scale. So we need to beat you down. So we were looking at, you know, a few different niches. And we were torn between, you know, roofing, and actually, you know, a remodeling kitchen and bathroom remodeling. We actually had more roofing clients at the time than we have remodeling clients. And so we were going to err on the side of the roofing. That's where we were going to go. But Jeff asked me a question. He was like, if you were... because one of the things you're gonna have to, you know, do trade shows and speak and he's like, Would you feel comfortable speaking in front of his crowd, would you feel comfortable being around this crap? And when I thought about roofers, really not my cup of tea, I like roofers and we have a lot of clients but that's not my cup of tea. Honestly, designers aren't because that's my background. So he was like, what goes where you love it because he like 10-15 years from now, what do you want to be known as so obviously, when the remodeling rail, so we rebranded everything, got a new website did this in about two weeks. So around mid-March, we were ready to go and we launched.

Azhar Siddiqui 13:30

Nice.

Jason Lockhart 13:31

The whole world change in March 2020. The whole world changed. So that's when the Coronavirus hit and we were like, OH, WOW!!

Jason Lockhart 13:41

Now, what have we done we just got into. And so what ended up happening is that I said, Well, we're gonna have to change some things here. We got to cuz I'm not gonna be able to market to these remodeling clients about marketing, because they're gonna look at me like, I'm stupid. Like, not knowing what's happening in the economy now do we really need to spend more money on marketing? So what ended up happening is we created a COVID-19 resource guide. It was an eight-page guide, where it had information on how to get all the PPP loans, how to get all the SBA loans, it had an area in on how to market in the industry now, how to work from home because remember, 2020, March 2020, a lot of small businesses did not know how to work from home. Okay.

Azhar Siddiqui 14:33

Yeah.

Jason Lockhart 14:34

So how to work from home, how to market in this environment. So it was a lot of good resources. And we started to hang this out on LinkedIn. So what ended up happening? A lot of business owners reached out to us and said, Here's some good information. What else do you have that can really help us out? I say, Well, we're working on that. Let me get back to when I would hang up the phone and talk to the team like we don't have that. There we go. What are we gonna do? So what ended up happening? I actually asked some people on the team like, what, are some ideas that we can do? And I was hearing some ideas, nothing really caught my attention. So I said, Well, look, since we had business owners reaching out to us, why don't we reach out to





them and ask them what they want. So in between late March and June, we did a listening tour. So we spoke to over 400 business owners in indoor bottling, architecture, and the interior design space, just to hear from them the same. What is happening in your area? What are the issues that you're going through in your market? And what are the gaps that you...

Azhar Siddiqui 15:49

Was it face to face or over the phone?

Jason Lockhart 15:52

This was honestly how we are now through zoom, most of them were zoom. It was in-between zoom and phone call, but, I was actually preferring zoom to see them face to face. Yeah. So we spoke to over 400 business owners in every state, except South Dakota, that don't ask me why we spoke to every state assembly, we spoke to people in Hawaii, Alaska, we spoke to people actually in Puerto Rico, which is a territory. But not anybody in South Dakota, I don't know why. So if there's anybody listening, and we haven't spoken to you, and you're in South Dakota, reach out, because we want to hear from you too.

So we spoke to all these people and learned a lot of information. So from that, we developed a resource library, which we have on our website. Now. That's the most visited aspect of our site, where we have free information we have videos, training videos up there, we have CEUs because we're one of the CEU providers for the National Kitchen and Bath Association. We have articles blogs or just a whole lot. It's over 200 pages of information is in our resource library, we add to that every month. So when I went back to my architectural partners that invested in the marketing side, I say, Well, look, I'm gonna need about a year, before we even start really looking at actually starting to pay back the loan. And, because I'm gonna spend the next year, really building up the brain, and two of my personal... So I have three partners, and two of my partner looked at me like I was crazy. You'd like us just intensity, you need a Jaesik? Yeah. And then one of my partners, he's always behind, he's like, Yeah, we trust you, Jason, go do what you need to do. So over the year, what I did, write a book.

Azhar Siddiqui 18:00

This is all across 2020 then?

Jason Lockhart 18:02

This is all across 2020 Heading also into 2021. Because I didn't know how long it's gonna to last. And we're still waiting, honestly. But I know, a year from now, hopefully, it will be in a better position than we are now. I mean, you know, this was around May, this around May of 2020, when I had this conversation with the partners. So, in between that time, what I really started to focus on was building up my brain. So one of the things that Josh Nelson talks about is getting published. And so, we have published our book, it's you know, here on marketing, a complete guide to internet marketing. It isn't a bad industry that you end up doing, what that did is that got me into speaking engagements locally. So we had joined the National Kitchen and Bath Association. We started to speak local to all of the members here about marketing. And so what ended up happening was we started having a Tuesday's talk with Jason. And so every other Tuesday, I would talk about marketing, whether it be social media, Facebook, Instagram, or the SEO where there be web design video marking all of it. So, Over about an eight-week time span. We had these talks, and around towards the end, the president of the local national kitchen and bath here, the NKBA said, you're doing an excellent job. But there are some sessions





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where we don't have a lot of members that are actually in your talks and you're giving out a lot of good information that they're not here and you're wasting it here in our local area. We need to put you in touch with Nash. So reached out to national, they reached out to me and say we've been seeing what you do because I actually had all these videos were on our website and also on YouTube. So they said, We've seen, you know, a lot of the videos in training that you're doing, why don't you do this at the national level. And so they offered us to do CPU training at the national level. So around January and February of this year, we became national CEU providers for the National kitchen and bath at the national level. And that really started to get our name out there. And so we really started to become known in the industry as value providers, because one thing that I say is that whether you work with us or not, we have information that can help you grow your business neck. And so we're a source library.

Azhar Siddiqui 20:40

So during this time, when you're building out the brand, Jason, are you still adding up new clients? Is the client stuff coming into you guys already right now? Or does that just snowball in 2021?

Jason Lockhart 20:56

Really, it the focus in 2021, the brand actually starts to snowball, you know, in 2021, once we became like, national CTU, providers, and our name really started to get out there, now we're starting to have more empowered calls to hear what we're doing, you know, a lot of people reached out to us because they saw some of our CEU sessions are we are there saw, we are partners because also, I became licensed, I became I one of the few sales and marketing specialists for the National Kitchen and Bath Associate. So as an amateur, we have to take. So I'm one of there's only about 10 of us. There are only about 10 marketing agencies, and all of us that have this designation. So that also sets me apart is that we have the designation that we are sales and marketing specialists for the MTBA. We're industry partners, and we're also seeking you providers. So when anybody looks at us and saying okay, well, what actually differentiates you, A, we are in this industry, and we're we have the backing of the national organization, we noticed industry, because I'm an architect by training, and we work with a lot of, you know, interior designers. So it's hard for anyone to say we don't know what we're doing. Because we know the industry and we know marketing, and we use both of those to help out our clients.

Azhar Siddiqui 22:22

Mm-hmm. Excellent. Wow, what a journey, and from the looks of it is that you focused on really building out the groundwork, as a lot of people would, you know, want to move fast and things like that. And you know, just get to those first few clients and things like that. But I think your journey is a little different, where you're focusing on building out the brand, doing the things right, becoming the part of organizations that you guys really need to be a part of. And, and I'm guessing part of the reason for that is because you are you your current, sorry, your agency, your architectural business that's also currently working or was working at its own time.

Jason Lockhart 23:13

Right. So what I would say is our journey is not the typical journey. Yeah, because we actually had, like I said, our architecture firm loaned our marketing firm money. So we actually had money. And most of the money that I was making that time was on the architecture side. So I was not in a rush to have some money where a lot of marketing agencies, that's how they live, that's how they eat. I mean, so they have to get clients now. So I didn't have that urgency, where I can actually spend time to build out the brand and really be known as the value prop providers. Because of what I told my team, I'll say it three years from now, when any of the architects, the





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interior designers, or homeowners, when they think about value, we are one of the first names out of their mouth, because of all the value we're putting out in the marketplace. Because of our resource library. We do monthly webinars where we speak at the national level at the conferences. And so I want us to be known as the value providers, that can help you grow whether you work with us or not. And that I knew that that's gonna take the time that that doesn't happen overnight. That doesn't.

Azhar Siddiqui 24:32

Yeah, yeah. So my next question is for anyone who's watching and they're trying to build out their digital marketing agency, what's your one piece of advice that you want to give to someone who wants to grow their digital marketing agency over the next six to 12 months?

Jason Lockhart 24:49

I would say whatever your niche is? Network.

I mean what you do now is a network because you never know because we received a lot of referrals from, um, remodeling agencies that have never worked with us. They have I mean, they haven't, they haven't worked with a blip. They used our resource library, they networked with us. And they know, and they know us because you have to have them know like, and trust you once they know like and trust you now they can feel comfortable referring you, other people. And so we had remodeling companies refer us because they know like, and trust us. And even though they didn't use us, they say, Well, I know they will be able to help you. So we've gotten referrals that way. So I would say whatever niche or whatever area that you're that your main focus is to network with the industries locally. So whether that's like the roofing, find out what the roofing organization is that network locally. And yeah, good enough local DNS is going to help you regionally and nationally, but make sure that you network because when I say your net-worth, is in your net-work,

Azhar Siddiqui 26:03

yeah, and that word has been thrown around for so long that network network network, but just coming out of your mouth and listening to you, it's so simple, that you know, the journey that you've kind of described from being a professor to launching your architectural firm, to launching your digital marketing agency. One thing's been common there where you know, you're building this brand, by being part of these organizations and speaking and providing value to these people, and not really asking anything in return. And looks like that just happens organically. When you get to that point, people just start coming to your preposition to buy.

Jason Lockhart 26:49

And, that's the saying I forgot which of the whale nose, speakers out there, sent that sent this, but they said, If you help enough people achieve air dreams or reach their goals, you're going to reach yours. And so that's what we're all about with the value. We're helping people, like I said, whether they work with us or not help them reach that next level, in turn. So just go here back to you in droves.

Azhar Siddiqui 27:14

Amazing, Jason. So impressive. Such an impressive journey. I'd love to hear more. But I kind of want to switch gears. And I want to talk to you about how is your marketing agency set up? What's the organizational chart? Or? Well, you know, what, what are your responsibilities? And what does your team look like right now?





Jason Lockhart 27:36

Okay, so really, if I'm the main figurehead, so I'm the ones that are always out there doing most of the business of me. And that's one of the reasons I had with RepStack is because I needed to have some I needed to have a marketing assistant. And so most of the people on our team are working in operations to get the work. But I really didn't have anybody helping me on the marketing side to really get help to get our name out there and to help with the business development side. So that's when I reached originally reached out to you, I believe that was like, May of this year, May or June of this year, I believe it was.

Azhar Siddiqui 28:18

Yeah. I think so.

Jason Lockhart 28:21

So that's what I, that's what I originally reached out to you was just to have help on that side. And you did an amazing job because we have Ramsha and she helps us out tremendously. So she handles all of our social media, she handles. So I had told her when so I had dropped the ball the first week and a half, two weeks because I didn't really know what I needed her to do. Because I was so used to doing everything there. I didn't have a plan for her. And so for the first week or two, I don't know if she was twiddling our thumbs or not I don't know. But I didn't really have a plan of action for her to do. I told her some of the things that, you know, a seven-figure agency suggested. But all of that really didn't apply. And so when I really went back and said, Okay, this is where I need her and laid out a plan that we talked about, now she's rolling, she knows everything she has to do. She helps us out because we do a podcast now. And once we do the podcast, she helps to edit that get it out to all of the channels, helps to market that. She handles the email newsletters, she handles the social media, she handles the blogging, I'm laying everything on the marketing side to help out she does and so I could just focus on business development and then my next hire with you all will be a sales rep because that's the next one I'm leading into because we're starting to get more and more resumes. We're starting to get more and more appointments to hear from us and I'm not able to hop on every cause as much as I can. So that's gonna be our next hire will be Sales Assistant.

Azhar Siddiqui 30:10

Excellent. And then what about client management or account management? Who's taking care of that? Is that on the operation side? Or are you still taking care of that stuff too?

Jason Lockhart 30:22

No. So that's on the operation side. So we have a whole team over here that handles all of that, that is why I say at the operation side that was all taken care of. It was more on the marketing side.

Azhar Siddiqui 30:35

Nice. Nice. Excellent. So looks like and how many people in your total team right now? And is it all local? Or are most of them?

Jason Lockhart 30:47

It's all spread out? We have roughly about 20. And now it's all spread out, all spread out?





Azhar Siddiqui 30:55

Is it all US-based? Or I know, Ramsha is based out of Pakistan? But do you have any more outside of the US as well? Or how?

Jason Lockhart 31:04

Yeah, We have one content manager that's in Europe. And that's in London. And then I'm thinking, I think, most everybody else is in the US. Yeah, most everybody else.

Azhar Siddiqui 31:23

Excellent. And what does a typical day in your life look like? Jason, how do you start your day? Where do you spend most of your time, I know, you're spending a lot of time on business development too right now. But, just walk us through your day cuz I'd like to think that, you know, a lot of agency owners are listening to this. And, you know, we all have different journeys just like you, but you know, the number of learnings we do from just listening to other people who are doing knocking it out of the park, so to speak, like you are, you know, just that one point and you know, during my day, could help me optimize my day a little bit better. And, you know, get to that seven-figure agency that as an agency owner, I'm trying to build out a little bit faster. So if you don't mind, just walk us through your day, and how you spend your time inside your agency.

Jason Lockhart 32:22

So my day typically begins, once I dropped the kids off, because I drop the kids off, at school. Every morning, then I come home and work out. Once I work out my day, roughly starts around 9 o'clock. And then I may listen to you know, like a clubhouse call. So clubhouse is one of the new apps that are out now. And that that's how I do a lot of networking also. So there's a couple, there's a couple of clubs that I'm in on the architecture and the design side. And then a lot of times I'm either asked to speak. And so how I met a lot of people is just going into the club's focus page, just to get my name out there. And then as we speak more, and so that's what you know, usually in the mornings is a hospital clubhouse just to see what's happening there. Do some type of business development where I'm reaching out to prospects, seeing what Ramsha is working on for the day. doing in terms of networking, most of my time, throughout the day, besides the morning, like I say, between 9 and 11 is really business development, focusing on like I said, listening to the clubhouse, seeing what's happening, they're reaching out to prospects saying how we can move the business forward and then networking. Beyond that, and I would say around 3 o'clock, that's when I go pick my kids up from school, do homework with them for about an hour. And then from about four to five, answer emails. See, look at what happened throughout the day in terms of, you know, Ramsha and the marketing stuff, see what we have to do with either other podcasts or anything like that. So that's what it is.

Azhar Siddiqui 34:16

Pretty loaded day. From early in the morning, all the way into the evening. And a lot of business development activity. One question that I like to ask is, tell me you know, maybe I don't know if this is the right word, but an embarrassing say, sales story. I've had that trust me as you know, try and try to get in the groove and things like that. And you coming from being a professor into an architect and things like that, you know, just kind of want to get an idea about you to know how that journey was like early on When you were just starting to sell and I think you're still doing a lot of selling yourself right now. But what happened early on in the selling days where you're, you know, you're struggling to close those first few deals, and maybe didn't go so well.





Jason Lockhart 35:15

I would say I have a lot of them actually forgot people's names. That's embarrassing. Forget somebody's day or column something else halfway through Sarah. Halfway through Saito row names, I've done that. I would say the first big contract we received was a surprise when they said Yes. Like, when I was like, so are you? So after I went through the whole spiel saying, Okay, you ready? Like, yeah, what I sound like, Oh, really? that was it? You're not my business? Oh, yeah, we are.

Azhar Siddiqui 36:02

That's So funny because I can also relate to that. Because early on, we were so used to getting that know that, you know, you're just going through the process and motions, and you're probably not expecting a deal out of this thing anymore. And I think right now we're in a different position where, you know, all these customers are coming to us, and they're pre-positioned to buy. I'm sure your closing ratios are way higher than they were earlier on. But that's very natural. I think that's happened to me, early on, I just didn't even think that I'm going to close my eyes. I don't know when the first deal is gonna come through. And then when you get that first yes, you're like, wow, yeah. Are you sure you want to go with me?

Jason Lockhart 36:44

And that was because of, you know, a talk I had with Jeff, when he had looked over the service offerings, and he was saying, like, you're not charging enough. And I was having that I was having a mindset like, should I charge more once we sold? That first one is like, Oh, really? You're gonna take that? Okay. Okay.

Azhar Siddiqui 37:05

Excellent. By the way, Jeff, I think you're talking about Jeff Fisher. Yeah. Jeff Fisher is a part of RepStack now, and he's been with us for the last seven or eight months now. And it's been a great journey with him because it's like having our own personal coach, insider organization, and anything. It's been a great blessing to have him over as well. He's,

Jason Lockhart 37:31

Is he still on this same couch?

Azhar Siddiqui 37:34

He is.

Jason Lockhart 37:38

Tell Jeff, I say hi. You know you need to get'em a new couch.

Azhar Siddiqui 37:43

Yeah, I really appreciate your time. Jason, it's been a pleasure talking to you. It's been an amazing journey. We're going to have this obviously syndicated and published. I'll have my team member reach out to any special links that you want to share, obviously, your website, maybe a link to your book or anything like that. And we'll have all of those things published when we get this thing up and running for you. And we'll also send you the raw file RAW files in case you want to use any part of this interview as well. But it's been such a blessing, listening to your journey. I hope you all the success. And I wish that we continue to have these conversations from time to time.





Jason Lockhart 38:28

I appreciate you. I appreciate it and love working with your team, by the way, love working with your team.

Azhar Siddiqui 38:33

Thanks a lot, Jason. I really appreciate it. You have a wonderful rest of the day, sir.

Jason Lockhart 38:37

You as well. Thank you. Bye-bye.

