

[00:00:02.200] - Aileen Day

Welcome to The Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become the sought-after leader in your industry. I'm your host, Aileen Day, now onto the show.

[00:00:33.740] - Aileen Day

G'day, everyone, and welcome back to another episode of The Value-Driven Brand podcast, I am your host Aileen Day. And today I am joined by the amazing, the witty, the hilarious, the God damn frickin' intelligent, the woman of VC Venture Capital, I want to introduce to you Kate Bradley Chernis from the US out there in the Hudson River, Hudson not the Hudson River.

[00:01:07.580] - Kate Bradley Chernis
Hudson Valley.

[00:01:08.330] - Aileen Day

Hudson Valley don't be in the river I've heard...

[00:01:14.000] - Kate Bradley Chernis

It's fine by the river, so you're, you're right on

[00:01:17.450] - Aileen Day

There you go I wasn't too far away. Now, if you don't know who Kate is, well, let me introduce you to her, she is the founder and CEO of one of the most coolest AI start ups that I've ever come across, and I was introduced to her and her amazing team and her work through a mutual friend of ours, David Allison, from the Valuegraphics Database also someone else that I fangirl like crazy over, and now I get to fangirl all over Kate as well, because Kate has started Lately AI and basically what this amazing program does is it takes your long form content, online digital content, and it turns it into dozens of amazing pieces of usable, actionable and insightful content at the click of a few buttons so, when I found out about Kate and her cool as fuck team, by the way. I just had to have her on the podcast, so thank you so much for joining us today, Kate, and which is technically it's my today, but it's your last night, so.

[00:02:34.050] - Kate Bradley Chernis

That's right, we're bridging time. You know what? That when you, when you had interviewed David and when he told you about us in the interview, he sent me the video of you and it's been this meme that we love it because like we always say, when we're pitching people like online, we'll be like, get ready to hold on to your eyeballs because they're about to pop out of your head link and, and your eyeballs actually popped out of your head and it's the funniest thing. It's awesome because you're just like, what?

[00:03:05.850] - Aileen Day

I yeah I probably I'm going to have to go, oh my God, you're going to have to send that to me. I love being a good meme. I've been a meme a few times in my career.

[00:03:17.280] - Kate Bradley Chernis

It made my tech team feel so good, especially, you know, because those guys, they don't get to see what we on the front lines, get to see all the time, you know, so it was super fun and, and that's like the, the fun thing we've noticed about our customers, by the way, is like we're, we're bringing there's some kind of joy that we bring just in the act of pushing that button right. And like and getting it kind of like a game. And we, we, we can see them doing it all the time, like it's a little bit addictive because they want to push the button and see what social posts come out of the AI, right. You know, and how lucky to be, so it's kind of wild.

[00:03:53.490] - Aileen Day

It really is just a, really is a game, isn't it?

[00:03:57.000] - Kate Bradley Chernis
Yeah.

[00:03:57.260] - Aileen Day
I, I have very purposely not asked David too many questions about you because I want to hear from you and I would love to have you share with our listeners and our watchers, our viewers, because if you didn't know while you're listening to this, we actually also record it, so it is also going to be available for you to view on YouTube or on valuedrivenbrand.com. And if you do check out today's episode, um the video, you'll be able to see that I look like I've been crying, and that's because I have that's because Kate and I have been talking for 30 minutes prior to going live.

[00:04:48.780] - Kate Bradley Chernis
I can't shut up.

[00:04:50.640] - Aileen Day
You can't shut up, and we have been making each, well she has been making me cry from laughing so hard, so.

[00:04:59.580] - Kate Bradley Chernis
And it's so good, by the way, just we were talking about connecting with someone on the other side of the world and how important that is and how you can, how you can do it and have this reaction, right. There's nothing I feel like we've been friends forever already and like that it's not covid that does this, by the way, it's just, people being super real.

[00:05:20.220] - Aileen Day
Humanity.

[00:05:21.630] - Kate Bradley Chernis
Yeah, humanity and cutting to the quick, like, you know, we've already.

[00:05:27.030] - Aileen Day
Talked about orgasms.

[00:05:28.890] - Kate Bradley Chernis
All kinds of things, we've gone there.

[00:05:31.470] - Aileen Day
Alcohol.

[00:05:32.610] - Kate Bradley Chernis
And how they relate to AI, no not that but it's good.

[00:05:36.930] - Aileen Day
Yeah, if there was, if there was a button of TMI, we've, we've already pushed it.

[00:05:44.610] - Kate Bradley Chernis
And that's the thing, by the way, that I think that brands, as you know, are there. So they are so allergic to and it's so over and how, how many times do we have to tell them, right like just put a person out there, be real, be a little embarrassing, even just be or be silly or whatever it is. I was doing a workshop today and I was cursing and, you know.

[00:06:06.900] - Aileen Day
My favorite thing to do.

[00:06:08.370] - Kate Bradley Chernis
Mine too, and they were kind of asking me about cursing as a persona and I was like, well, I mean, I just do right like that's just the deal and you have to either go with it or not go with it, right and I'm not

saying that the head of, like, Bank of the World should be cursing on LinkedIn at all. I'm just saying, like, whatever is true, you, you know, reveal it, it's more fun.

[00:06:32.730] - Aileen Day

Absolutely, I think if for the most part, there's, you know, there's a time and a place, absolutely and certainly if you're, you know, a person of such power and responsibility, that's probably not the time or the place. But, you know, certainly, you know, I've had people say to me, oh, you swear? Oh, I don't like that, I'm like, You swear?

[00:06:54.980] - Kate Bradley Chernis

Yeah, yeah.

[00:06:56.270] - Aileen Day

What's the difference because I'm female.

[00:06:59.130] - Kate Bradley Chernis

Yeah, right.

[00:07:00.870] - Aileen Day

Mate, I've been swearing since I was 11, this is going to be a hard nut to crack.

[00:07:07.080] - Kate Bradley Chernis

It is interesting.

[00:07:07.710] - Aileen Day

Good luck stopping me.

[00:07:08.940] - Kate Bradley Chernis

Yeah, what get, what gets people like riled up, you know and, and, and usually I find Aileen that swearing or what, there's other things too but that they, it gives people to be the permission to be themselves. Right, and that's what in marketing and in sales you're all about like the whole goal is for you to trust me, right.

[00:07:28.770] - Aileen Day

Yeah.

[00:07:29.040] - Kate Bradley Chernis

Right, you get comfortable with me, yeah authenticity and so maybe swearing isn't what does it that's totally fine, but maybe it is talking about like I mean we were talking about orgasms yes, I'm not saying that's the one road for you to go down either, but maybe I do.

[00:07:45.570] - Aileen Day

I do talk about the joy of sex.

[00:07:48.650] - Kate Bradley Chernis

And there's, there's nothing wrong with that, you know, like I think it's just, you know, being comfortable and knowing what to reveal to your knowing your audience, knowing what to reveal, but knowing that the reveal is really the thing because it just cuts to the quick, you know.

[00:08:03.030] - Aileen Day

Yeah, absolutely.

[00:08:03.960] - Kate Bradley Chernis

I have an objective, you have to have an objective, we all do, there's no shame in that like, I want something from whoever I'm working with, right.

[00:08:12.840] - Aileen Day

Yeah.

[00:08:13.080] - Kate Bradley Chernis
Something, maybe I want my husband to make dinner or...

[00:08:16.830] - Aileen Day
Well done, David.

[00:08:17.910] - Kate Bradley Chernis
I want to close the sale, whatever it is.

[00:08:20.160] - Aileen Day
Yeah.

[00:08:20.520] - Kate Bradley Chernis
And I need to I need to get there safely and quickly with whoever it is so finding that uncomfortable, uncomfortable I think is like.

[00:08:33.360] - Aileen Day
Yeah.

[00:08:33.780] - Kate Bradley Chernis
That's, that's the magic that makes you a fan.

[00:08:36.930] - Aileen Day
Yes, and can I just say I am a raving fan, raving fan, but I want to know I mean, we kind of touched on this a little bit. You're a woman, heading into the world of venture capital, how did you get there? How did Lately become Lately? What happened?

[00:09:03.460] - Kate Bradley Chernis
Yeah, it's a wild story that, if I didn't have the wisdom I have now, it would seem like a big old zigzag, but it's actually a straight line, you know what I mean? Um, so, so I used to be a rock and roll DJ, Aileen.

[00:09:18.250] - Aileen Day
Ohhhhhh.

[00:09:19.780] - Kate Bradley Chernis
Yeah.

[00:09:20.800] - Aileen Day
Cool.

[00:09:22.420] - Kate Bradley Chernis
My last gig was broadcasting to 20 million listeners for XM Satellite Radio.

[00:09:27.670] - Aileen Day
Wow.

[00:09:28.540] - Kate Bradley Chernis
Here in the States, yeah, it was wild ride and it was a boys club, you know, that's just radio is. And the the culture of sexual harassment was constant and I didn't actually even know it was wrong, to be honest with you, I participated in it, it was just normal, you know, which tells you about something, right. But I, I was consistently disregarded or devalued or my ideas weren't taken seriously or I wasn't given the credit, and that was very frustrating to me, and I didn't understand why it was a hostile work environment, but I didn't we didn't know what that was. That wasn't a, no-one had that language to put on the situation, right.

[00:10:11.800] - Kate Bradley Chernis

And of course, I thought it was me because your..., I was being gas lit, so I'm running through my mind all the time. What, what am I doing wrong here? When I wasn't doing anything wrong, but my my body was trying to tell me something. It was trying to say, get the fuck out of this, and I wasn't listening and I kept not listening and I had all these ailments. And then finally I was actually incapacitated, I couldn't type or touch a phone without, yeah, without any excruciating pain, right? But I looked normal, and so XM didn't believe me, so I hired an intern to type, I mean, my whole job was typing, we were hand mixing songs and recording like I needed to keyboard, you know? So I hired an intern to work for me because they wouldn't, and then they disallowed that because it was like security or whatever the fuck. And then I learned about Dragon Naturally Speaking, which is a voice activated software, which is what I use today, actually so I don't type at all.

[00:11:12.280] - Aileen Day

Yeah.

[00:11:13.050] - Kate Bradley Chernis

And Dragon was very young back then, it's now the thing that power Siri, but before this was unheard of. And I, I found what there were three, three experts in the country. One of them was in Washington D.C., amazingly, where I was I didn't have any money because I was in radio and you didn't really make any money, but I had CDs. So yeah, a couple hundred CDs it's amazing because it's like learning a new language, and so I did that and but my body was still, you know, panic attacks I couldn't sleep like all this stuff was happening. And I was terrified. I was doing everything Western Eastern medicine I could figure out, so I, I took a new job in also in music up here where I live, and it was the same shit, different day another boy's club didn't believe me and was devaluing my opinion, which they had hired me for, it was very frustrating.

[00:12:05.270] - Aileen Day

I remember those things.

[00:12:07.170] - Kate Bradley Chernis

Yeah, right, and I'm not saying all men are bad or anything like that, this is just my experience but, so I was crying a lot. I was I sucked as a person, I used to smoke, love smoking, and smoking all the time all I talked about was how much I hated my job right, so toxic, you know, you know.

[00:12:27.480] - Aileen Day

I just got an image of you just going (sucking).

[00:12:31.290] - Kate Bradley Chernis

I love smoking, I miss smoking but I you know, I don't want to die of that but yeah, it was so good. I'm not sure wence is what I did

[00:12:39.650] - Aileen Day

I used to, I used to do that, I used to say to my team, step into my office and it was under a massive oak tree and I just stand there and smoke while they complained

[00:12:51.900] - Kate Bradley Chernis

Into my office.

[00:12:52.500] - Aileen Day

So you think that's there fault, [inhales] interesting.

[00:12:56.430] - Kate Bradley Chernis

There it goes, I know, like and I decided to like to graduate from like Marlborough or marboroles, whatever they were, because I was like, yeah, if I'm going to smoke, I figured I might as well smoke really good stuff. So that's why I, I did not Shermans and those were really expensive, you know, but they tasted so good. So anyways, here I am and I visit my I go to my parents for the weekend and I'm

miserable and my dad has it and he shakes me by the shoulders and says, you can't work for other people and there's no shame in that. And I was like, oh, because and he was very insightful Aileen because he hit on two things; the obvious one was I didn't have to work for anybody but myself, and I didn't realize that was an option, but the other one was the shame because that is what I felt, I felt this deep shame like I couldn't. Why wasn't I getting an A+ I was doing A+ work, you know, what the fuck?

[00:13:49.260] - Aileen Day
Yeah.

[00:13:50.730] - Kate Bradley Chernis
And so...

[00:13:51.220] - Aileen Day
That the little people pleaser in you.

[00:13:54.490] - Kate Bradley Chernis
Not much of people pleaser but like I, when the rules are clear and I'm following the rules and I'm not getting credit for following the rules, that makes me mad, I don't like it when the rules change, and they're secret.

[00:14:05.580] - Aileen Day
What did someone say that to me the other day? Good Girl Syndrome, Good Girl Syndrome, I was like, what? They said you've got a Good Girl Syndrome, you think that if you follow the rules that you and you do well that you should, win I was like, yeah.

[00:14:21.120] - Kate Bradley Chernis
Syndrome.

[00:14:22.320] - Aileen Day
That's it seems like that's a syndrome, they're like, yeah, they're like, fuck the rules.

[00:14:27.030] - Kate Bradley Chernis
It's not a human syndrome, like.

[00:14:28.570] - Aileen Day
OK, well she was specifically talking to me at the time, instead of all the people but yeah, so a Good Person Syndrome, yeah I understand and then the rules change and you're like, what the hell?

[00:14:42.330] - Kate Bradley Chernis
I don't like it when they change and it's a secret that's, that's what I feel, the club does now it's not always boys there's a women's, Girls Club too, you know. But the club changes the rules and they change the goalposts, they move the goalposts on you, and that's, that's not fair for, not for me, for anybody, you know. So I read a self-help book, which was crap, but it did its job.

[00:15:07.290] - Aileen Day
Won't ask you which one then.

[00:15:09.390] - Kate Bradley Chernis
'The Secret', remember, but it's such it was such a poorly written book, 'The Secret', yeah.

[00:15:14.140] - Aileen Day
OK, I've not read it but I do know of it.

[00:15:16.480] - Kate Bradley Chernis
Don't bother.

[00:15:17.890] - Aileen Day

Ok, good, good one less one to read.

[00:15:21.150] - Kate Bradley Chernis
Which is Manifest Destiny is all it says, so like if.

[00:15:24.720] - Aileen Day
Yeah I got that.

[00:15:26.460] - Kate Bradley Chernis
Yeah, that's 'The Secret', right so here I am saying I hate my life smoking all that all and I'm manifesting is, toxic.

[00:15:36.140] - Aileen Day
Toxic.

[00:15:37.010] - Kate Bradley Chernis
Yeah, not anger, you know, all those things, so I was like, all right, I'm going to have to have a little refresher. And it was hard because I would complain at work with people, we go and smoke and complain, and so I had to stop doing that, you know, and then my husband, who was my boyfriend then, very thoughtful, and he ran right out to the bookstore because we had those. And he got me a well-known start up book entrepreneur book called The Art of the Start, which is Guy Kawasaki's book.

[00:16:06.110] - Aileen Day
Oh, yes.

[00:16:07.550] - Kate Bradley Chernis
Yeah, and so I started reading that and I read like somewhere in the first or second chapter, Guy says, don't make a plan, just get started. And I thought, well, then I don't need this book and I tossed it right because those books are really good for inspiration, but they can't possibly, there's no map for what I'm doing, you know, so I saw that. OK, and then literally the next day I met my first angel investors I didn't know they were angels, they came to take me to lunch to deliver a product that was unusual. Normally people would mail it, but they were fans of mine from XM, you know.

[00:16:42.830] - Aileen Day
Not.

[00:16:43.290] - Kate Bradley Chernis
Just crazy, yeah and so we had dinner, our lunch, and they said, we want to give you 50,000 dollars to start a company, let's do it, yeah. And David, my David was like, I just gave you that book, what happened? I don't know, you know, I like these guys were going to do a thing we didn't know we're going to do, right. So it was a music thing and as we were marketing that thing, someone else came along and said, hey, you're really good at marketing, would you consult us? And we'll pay you a lot more money, and you don't have to be in the music industry anymore, which I didn't want to be in anymore, I need to be done with that. But I didn't know how to get out. And that was the Wal-Mart project. So suddenly I'm working with the National Disability Institute, the IRS here in America, Bank of America, AT&T and the Walmart Foundation.

[00:17:35.000] - Aileen Day
Wow.

[00:17:35.510] - Kate Bradley Chernis
And I went in there with my radio style, which is not polished and I was like, wow, this is a fucking mess. What are you guys doing? You know, and I built them a spreadsheet system that got us 130% ROI year over year for three years.

[00:17:53.540] - Aileen Day
Wow.

[00:17:54.590] - Kate Bradley Chernis

Which was the idea behind Lately, which is the very long answer to your question.

[00:18:00.920] - Aileen Day

Oh, I see.

[00:18:05.360] - Kate Bradley Chernis

Yeah, so and all those things so, so by the way, that the A.I. is actually the bedrock of it is built from social posts that I write my writing, right. Which it learns from, and my writing comes from what I learned in radio about making fans into evangelists because I was number one in a few areas, which is very rare in the radio format we did, it's unheard of actually, because I broke the rules and number one.

[00:18:36.590] - Aileen Day

See, fuck the rules.

[00:18:37.490] - Kate Bradley Chernis

Fuck the rules, I knew what they were, though that's the thing they were very clear.

[00:18:40.820] - Aileen Day

It helps.

[00:18:41.480] - Kate Bradley Chernis

That's the difference but then I also, we were the format we were in it's called Adult Album Alternative, so it's the whole album, it's album rock like you would have at home mixed with blues and jazz and reggae and soul and folk and other things. But when new music comes in, you're supposed to couch it into older music so there's this familiarity just like sales right? I'm going to sell you something new, make you trust me by making you understand how it's familiar in those touchpoints, right?

[00:19:10.010] - Aileen Day

Yeah.

[00:19:10.970] - Kate Bradley Chernis

So what's cool is the nostalgic excuse me, the neuroscience of music tells us that when your brain listens to a song, it has to instantly remember every other song you've ever heard before in order to index that song in its mind library here right, which is think about that? So in an instant, all this nostalgia comes rushing forth. And which is why you feel such great emotion with music.

[00:19:39.890] - Aileen Day

Oh, my goodness.

[00:19:42.950] - Kate Bradley Chernis

Right, so this is cool. So remember I said the zigzag line seems straight. So, um, when you're reading text, you hear a voice, right, you do. And it's my job to make sure that voice is the one I want you to hear, right, so all the little writing copy tricks that I learned, I was a fiction writing major in college, you know. Yeah, they all tied together. And so Lately's A.I., by the way, so, so Lately is the only social media management platform that creates content for you, OK? And we do it in a way, and I can talk you through the, the, the details, but the idea is to give your give you a leg up. So starting you at third base, we're going to use an American metaphor.

[00:20:34.640] - Aileen Day

Yeah no, we get it.

[00:20:36.170] - Kate Bradley Chernis

All right so, you know, that's pretty hard getting all the way around to third base, right, takes you take a whole inning.

[00:20:42.470] - Aileen Day
Yeah.

[00:20:43.190] - Kate Bradley Chernis
And then we give the human the opportunity to, to take it home and actually get the run, get the evangelist right get the run, because the A.I. and the human can work together and so you get copy that we, you don't have to guess that we know your customers are going to want to engage with. So to the tune of 12,000% increased engagement, right?

[00:21:06.670] - Aileen Day
Holy shit.

[00:21:10.370] - Kate Bradley Chernis
Yeah.

[00:21:11.810] - Aileen Day
Oh, my gosh.

[00:21:15.230] - Kate Bradley Chernis
It doesn't mess around.

[00:21:17.290] - Aileen Day
Go hard or go home.

[00:21:20.040] - Kate Bradley Chernis
Yeah, that and that's, that's, that by the way, is from do y'all know who Gary V is Gary Vaynerchuk.

[00:21:27.480] - Aileen Day
Yeah, we know that guy, he gets around.

[00:21:32.100] - Kate Bradley Chernis
He gets around, he's, he's a really nice man, by the way and he's our customer and our friend and he.

[00:21:38.130] - Aileen Day
Yes.

[00:21:39.330] - Kate Bradley Chernis
Yeah.

[00:21:40.170] - Aileen Day
I saw when he tweeted about you guys, I was like...

[00:21:44.370] - Kate Bradley Chernis
So nice.

[00:21:45.310] - Aileen Day
Next level.

[00:21:47.020] - Kate Bradley Chernis
Yeah, this is I mean, this is about this life, I believe, is about lifting others up, right. And you can only lift them up when you're on top, so you have to even people you don't like, if they're above you, you have to somehow get them to lift you up because that's the deal, you know.

[00:22:01.750] - Aileen Day
Stand on the shoulder of giants.

[00:22:04.030] - Kate Bradley Chernis

Yeah, that's it, and so, you know, as you as I move up, as you move up, as Gary moves up, take the next person along.

[00:22:11.760] - Aileen Day

Yeah.

[00:22:12.460] - Kate Bradley Chernis

You know, one rung. So anyways, yeah, so Gary launched an entire Twitter channel fuelled 100% by our A.I., Lately and he gets that because he feeds the brain so much content so it can learn.

[00:22:29.380] - Aileen Day

Yeah.

[00:22:30.760] - Kate Bradley Chernis

Because he has videos and blogs and all the things you guys have heard of the Pillar Method from Gary like repurpose, repurpose. So that's the idea for us, push a button, we'll turn this podcast into 100 mini movie trailers, video clips with the whatever cool phrase you and I have said today, it'll find the best ones, give you the option to edit it, and then you schedule them out over time for like drip feed marketing, right?

[00:22:57.490] - Aileen Day

Yeah.

[00:22:58.630] - Kate Bradley Chernis

Yeah.

[00:22:58.990] - Aileen Day

Yeah, that is amazing, absolutely.

[00:23:01.960] - Kate Bradley Chernis

So I told you it was a long story.

[00:23:04.180] - Aileen Day

I love that from just these like, you know, mentally horrendous beginnings and and what became physically horrendous beginnings. You have just found a way to pull yourself up the ladder and, and bring so many other people with you and deliver a product that is like bar none I, I did some homework, right, I can't find another product that does this.

[00:23:33.550] - Kate Bradley Chernis

Yeah.

[00:23:34.270] - Aileen Day

There is not another product, available that does what Lately does and, and to be honest, normally in these podcasts, we don't, we don't, we don't, put too much emphasis on the guest's.

[00:23:52.160] - Kate Bradley Chernis

Commercial.

[00:23:52.700] - Aileen Day

Business, or products or whatever it's more about, you know, their, their insights and advice, but Lately blows my mofo mind, like I can't fathom how it even does what it does. But, you know, for those using it, you would just be, as you said, you know, it gives you that opportunity to create such levels of engagement that, you know, your customers and your customers want it. So, you know, when we do talk about delivering a value-driven brand, you know, that absolutely just goes hand in hand, especially like if I think about, you know, the average business person's life spent creating content. Oh, what a god-damn drain it is.

[00:24:42.920] - Kate Bradley Chernis

Yeah, it is a drain, like that, that's what pissed me off because, at the Wal-Mart project, nobody wanted to write social posts for Wal-Mart because the approval process was a fuckin' nightmare. But we had all this long-form content that people were creating, that they were hiring consultants like me to write, so they were spending a lot of money and time on videos and blogs and one-pagers and all this kind of stuff. And then it would get wasted, like maybe somebody would write, you know, one announcement, check out this blog blah, and I was like, this is crazy. Let's just go through every sentence, each sentence in here could act as a teaser, like a movie trailer, you know, like a little insight and then we'll put a link on the end of it, maybe we might have to massage if it starts with a weird word or something, but whatever.

[00:25:26.930] - Kate Bradley Chernis

And because it was always more interesting than the title, the title was like Wal-Mart lifts, you know, 54 million Americans out of poverty, nobody cared about that, right?

[00:25:36.290] - Aileen Day

Yeah.

[00:25:37.310] - Kate Bradley Chernis

And so makes them have some mystery there, and so I would like find 40 sentences that were pretty awesome and put a link on and boom done, and then Wal-Mart would approve it because they already had. Right, so that's the best part is it's not like it's not writing anything new, it's literally looking for the top quotes that it knows your customers will like the, the, the part this is, I know you're going to ask me this question, but we're going to talk about walking the talk. The reason that this matters is because a couple of things; number one, the A.I. and the human we know on the product has to work together for the zing to happen, right? This is about trust and engagement, all these things, this is how we treat each other internally, by the way. You know, so A.I. in humans and, you know, we, we run on compassion and trust in my team, I told you earlier that 95% of my team wasn't paid for two years.

[00:26:37.120] - Aileen Day

Yeah.

[00:26:38.050] - Kate Bradley Chernis

Two years, they slogged with me, they bled with me, Aileen, right.

[00:26:42.760] - Aileen Day

Mm.

[00:26:44.190] - Kate Bradley Chernis

And the way we treat each other, and that's not accidental, right? I worked hard to get them to do that for me, you know, like I, I talk to people, I call them, I, I follow all their socials I know when it's the anniversary of Chris's dad's suicide, right? Like all these kinds of things that are we matter and we, we have two meetings a week, that's all we have, and in those two meetings, I take the time to like, you know, laugh and like someone's dog is coming in and we talk about the dog or whatever it is like to just really engage. All my team comes and spends a night on the floor in my living room once a year and we're not young, you know,

[00:27:24.900] - Aileen Day

Slumber parties.

[00:27:25.890] - Kate Bradley Chernis

Slumber party, yeah.

[00:27:27.080] - Aileen Day

I love it.

[00:27:28.230] - Kate Bradley Chernis

It's so much fun, and this is the way we treat our customers too, you know, whether it's David Allison or, or, or Gary V, we don't treat the small customers any different than the large customers and by the way, there's a lot of people who don't like that, like they don't want to do a demo, hey, if you don't want to take the time to get to know us, we can't take the time to get to know you, so I'm going to, you know, treat you like family if or don't be my customer.

[00:27:54.780] - Aileen Day

Yes.

[00:27:55.800] - Kate Bradley Chernis

It's the jam, right?

[00:27:56.890] - Aileen Day

Yes.

[00:27:57.780] - Kate Bradley Chernis

And, and the effect is, you know, we're a little engine that could I, I had no money to do paid ads I had kill that, and we stopped doing cold calls and cold emails about a year ago and we decided to only use lately for all lead generation, nothing else. And in the last year, I increased our monthly recurring revenue from twenty five thousand dollars to eighty seven thousand dollars in a global pandemic. It fuckin works, we have, we have a 98% conversion rate, 98%, right.

[00:28:33.560] - Aileen Day

And that's folks is the proof in the pudding.

[00:28:36.590] - Kate Bradley Chernis

Yeah, and it's because of the, it's hard to keep talking about, like this is the depth that we this is the scale, the unscalable, Gary said this on a clubhouse chat the other day and, and that's what we're doing. I know that it's the hard way, I know it's a hard way, but the hard way works.

[00:28:52.500] - Aileen Day

Mhm.

[00:28:53.660] - Kate Bradley Chernis

Right.

[00:28:54.560] - Aileen Day

Yeah, well I mean we know that the hard way has worked, time, and time again. But certainly I would envisage that your customers don't see it being the hard way in comparison to how they used to do their content creation.

[00:29:13.400] - Kate Bradley Chernis

But you look so funny like that little work that is required, people still don't want to do that and we disqualify them, you know, because you can't just push a button and have it all happen for you that, marketing it takes, there's work.

[00:29:26.370] - Aileen Day

Yeah, yeah, there's going to be, I mean, and to be honest, like, you know which way am I pointing, this way. So, you know, I, I talk about the customer employee and the human experience, right, so joy of sex. So, but that human experience still needs to be a part of your marketing strategy because I mean, even though you've already created that content and there is a piece of you in, in that, in that work, you know, you need to still be that ultimate decision maker. And, you know, I'm certain that the A.I. aspect is, is growing and learning and and always developing and producing amazing outputs. But, you know, from a human perspective and a customer, customer experience kind of perspective, I want to know that there's a human behind all of these decisions, and that tells me a lot about the business that I am consuming as well.

[00:30:30.800] - Kate Bradley Chernis
Sure.

[00:30:31.730] - Aileen Day
So...

[00:30:32.140] - Kate Bradley Chernis
Yeah, because that's that, that trust piece, right? I mean, 100% it's, it's been really what's the word I'm going to say, rewarding, I guess, to watch my team grow in this way so, so Chris and Lauren and now Kristen, none of them have a sales background, none of them. And, and we hit our million ARR Annual Recurring Revenue about ten days ago with my sales team that doesn't know how to sell.

[00:31:02.120] - Aileen Day
Congratulations by the way.

[00:31:03.680] - Kate Bradley Chernis
Yeah.

[00:31:04.460] - Aileen Day
That is amazing, do you want to tell people what ARA, ARI is?

[00:31:09.590] - Kate Bradley Chernis
Hard to say, isn't it?

[00:31:11.090] - Aileen Day
So many acronyms.

[00:31:13.160] - Kate Bradley Chernis
Its Annual Recurring Revenue, so it's, you know, like your membership at the gym or Netflix, right? Those are recurring revenues.

[00:31:20.930] - Aileen Day
Yes.

[00:31:21.710] - Kate Bradley Chernis
And so they're predictable, you know, and they're bankable, right? So it's, it's called the industry we are in is called SAS, Software as a Service. And it's, you know, a lot of venture capitalists only invest in SAS because of MRR, Monthly Recurring Revenue or ARR, the Annual Recurring Revenue, right? Um, and so, you know, it just puts you it's a milestone that's hard to achieve, really. It, it, it, it, it says that there's no there's no uncertainty about what's called product market fit.

[00:32:00.470] - Aileen Day
Yes.

[00:32:01.280] - Kate Bradley Chernis
People want this product and we're in this weird place where, you know, for so long, like I said, people my, I wrote this on LinkedIn one day then you're doing it wrong me, but it's working. Which I love because like, you know.

[00:32:26.390] - Aileen Day
Oh.

[00:32:28.300] - Kate Bradley Chernis
We've been nimble enough to watch the industry change and all the quote procedures that investors have been shoving down my throat and telling me is the way to do it, they never work for us and we keep going back and trying them and then getting frustrated. And then, you know, when we just

decided not to, you know, last year that in combination with a couple of other things really, you know, changed our life. And I'm not used to this, by the way, Aileen like, you know, I'll be up my team's ass in a meeting and they're like, can you, can you relax? Like, this is a...

[00:33:04.450] - Aileen Day
Crawl back out lady.

[00:33:07.080] - Kate Bradley Chernis
I'm like, sorry, you're right, because you're I'm so used to being in the state of, of total fear, total fear and like Chris, Chris, my one of my sales geniuses, also an ex-rock and roll DJ too, that's how we know each other. He was being interviewed by somebody and they asked him, what's it like working for a start up? And he said, it's like, awful, awful, awful, oh, some good news.

[00:33:43.260] - Aileen Day
Chris is your CX guy yeah.

[00:33:47.150] - Kate Bradley Chernis
Yeah, yeah so, you know, he's, he's sales, sales, sales, sales and customer service. You know, we, we all were small enough for all the roles kind of bleed out he's also a social animal. So doing marketing and it won't probably won't always be that way. But one, right now it's pretty nice because again this is walking the talk, right? So the customer we do I don't allow for any threads in our selection because I want everyone, even the engineering team, to see what the problems are in real life, because a lot of times I was a line cook, so I know what it's like, like kitchens, you know, waitrons versus the kitchen. I know what that's like, right?

[00:34:25.560] - Kate Bradley Chernis
Because you don't have an appreciation of either side so it's they, they don't they might not believe me saying we're having this experience with the product the customers are pissed off about it, but they can see it coming through the tickets on Zendesk it's lack, you know. And so it's been that, that empathy, that compassion, right? How, how we treat our customers we, so every customer I'm just talking in a circle here, every customer or target that we meet, my brand manager follows them on all of our brand socials, but then we have an intern invite them to my LinkedIn as a contact as well, right? With the message that I wrote, you know, because there's so many and so we watch you, right? We watch what you're doing, this helps us to see how you're using our product, yes also, but also it informs us about your life. Like I know when someone's birthday or, you know, when they hit this milestone or the book got released or whatever it is. We have a, we call it 'Sharing is Caring', we have a haring is caring channel in our slack that we all pile onto. So it's sometimes, a lot of the time it's to promote my stuff. You know, when you, when you push this live and you put a LinkedIn link, it's going to go and sharing, sharing, caring and all the team has to like and comment on it to push it up.

[00:35:37.890] - Aileen Day
Right, yes.

[00:35:39.600] - Kate Bradley Chernis
But we do it for our customers too, because we want you to win.

[00:35:42.270] - Aileen Day
Yes.

[00:35:42.750] - Kate Bradley Chernis
You win, we win.

[00:35:43.230] - Aileen Day
Oh my God, sharing really is caring.

[00:35:48.900] - Kate Bradley Chernis
Yes, because it is you know, even like today actually Katie, my brand manager, she posted she's like,

hey, looks like our customer, Damian had a, had a bum day the other day, he tweeted about some haters hating his content and like, you know, I just popped right over I was like, who's hating on you? Right, let's...

[00:36:08.280] - Aileen Day
You tell Mama.

[00:36:10.170] - Kate Bradley Chernis
Yeah, we got your back right.

[00:36:12.810] - Aileen Day
Oh, I love that, oh, my God, I already loved you guys, but for reals.

[00:36:20.490] - Kate Bradley Chernis
Thank you.

[00:36:20.820] - Aileen Day
Oh my heart, my heart, there's so much love.

[00:36:24.420] - Kate Bradley Chernis
And this is by the way...

[00:36:25.800] - Aileen Day
You know like...

[00:36:26.300] - Kate Bradley Chernis
Wanted...

[00:36:27.100] - Aileen Day
Really is...

[00:36:27.750] - Kate Bradley Chernis
Sorry, I just want to say really quickly, like, this is how we lift, we can lift people up and we're not necessarily on top.

[00:36:32.580] - Aileen Day
Yes.

[00:36:33.040] - Kate Bradley Chernis
Right.

[00:36:34.610] - Aileen Day
Yes.

[00:36:35.040] - Kate Bradley Chernis
Just by, like saying, do it this way, this is a good way, you know, I mean.

[00:36:40.840] - Aileen Day
Yeah, absolutely, and and to be honest, they, they all, they all coincide with delivering a value-driven brand just every single piece of those insights. And this might be the first podcast that I've recorded that I've not actually had to say: "So this is The Value Driven Brand we're going to talk about", because you guys just do this. This is just who you are, and that to me is so, to be blunt, fucking exciting, that I am so thrilled that I got to learn about you guys and from none other than our mutual friend, you know David Allison.

[00:37:30.370] - Kate Bradley Chernis
We're, I'm so proud of that, by the way, like I know, I don't mean to sound like a mom to my team, so

much like I don't mean to, you know. But like I am, I'm proud of them and I'm proud of us, and even if we didn't hit a million, ARR, I would be proud. This is where, we get punched in the face every day, and like, it's not just me they do, too, you know.

[00:37:51.430] - Aileen Day
Yeah.

[00:37:52.600] - Kate Bradley Chernis
Um, but it's that and again, it's not just touchy-feely, we're not just doing this to be nice, everybody wants to win big and make money that's...

[00:38:00.730] - Aileen Day
Of course.

[00:38:01.780] - Kate Bradley Chernis
That's their, right you know, but like I said, this is the hard way and people don't really want to do the hard way, but this is how you scale, I believe. I mean, when we were, when we first started because I know marketing and I know that it's the one business enterprise that bleeds into every aspect, whether it's H.R. or accounting or product or engineering or customer service or whatever it is. If the message internally is understood and clear, there's no confusion, right? Then we all can walk the walk and talk the talk outside.

[00:38:40.420] - Aileen Day
Yeah.

[00:38:40.750] - Kate Bradley Chernis
It's, there's no, there's no, um, misunderstanding what we stand for, what we want.

[00:38:47.660] - Aileen Day
Yeah, a nice, clear vision and purpose, which also goes towards creating a value-driven brand, it's usually the first step in any of the mentoring that I do with businesses it's usually the first step of the process is to ascertain what their actual purpose? What's their internal message? What's their vision for their brand? How are you going to get people to walk the talk with you? How are you going to influence people to, to stick around and be by your side for two years through thick and thin when they don't have to? So how are you going to make that a reality? How are you going to earn the big bucks? Because before you earn the big bucks, you've got to do the hard yards.

[00:39:40.550] - Kate Bradley Chernis
Yeah, you know, and it's funny, like so on purpose, I started marketing in the beginning of the company, which most entrepreneurs think of as an afterthought, right? Because I knew that you can't say, oh, we were having a sale when you have no audience to tell that to, right? So I knew that and I knew I need to build, build that, and I know it takes a long time to build that network, right? And I had a network from radio, so I knew I could kind of figure out how to trans..., transfer that or at least, you know, use it as a jumping point.

[00:40:11.930] - Aileen Day
Yeah.

[00:40:12.860] - Kate Bradley Chernis
But what I still didn't know was how to be my authentic self, right? I was, I was learning it on the job and one of **Merhat**, one of, one of our investors and an accelerator, kept saying to me, just be yourself and I had it as a toss away, right? I was like duh, you know, what does that mean? You Sesame Street, my ass like, I don't need that, you know, right? But I wasn't listening, I wasn't really understanding what he was saying because, like, I was just telling this to somebody else today, I would go to these venture capital meetings and, you know, like a suit, a little leather case trying to be somebody... Yeah, look the part whatever the part is, you know.

[00:40:55.290] - Aileen Day
Yeah.

[00:40:56.060] - Kate Bradley Chernis
And then I after one day, I just listen to him and I was like, oh, I wear cowboy boots and jeans and rock t-shirts, that's who I am, I'm going to fucking wear that and I'm going to swear and if they tell me something that I think is idiotic, I'm going to tell them that it's idiotic and I'm not going to get, you know, I could see myself, I was doing this and I do this consistently, it's like a lesson I have to keep learning, even last year, I put myself in a position where I'm the student and they're the teacher, which is not it. We're in a business deal I'm, I'm equal as you and someone actually noticed, Kayla, one of our customers, very smart, she noticed that my it's not like this now, but it was where I had my, my screen up high like this. So you're looking down at me.

[00:41:42.690] - Aileen Day
They're looking down at you.

[00:41:44.490] - Kate Bradley Chernis
No shit, she saw that, very astute.

[00:41:47.910] - Aileen Day
Ooooffft.

[00:41:48.180] - Kate Bradley Chernis
Yeah, I was doing it myself, right?

[00:41:52.500] - Aileen Day
That self-sabotage.

[00:41:54.930] - Kate Bradley Chernis
Yeah.

[00:41:55.290] - Aileen Day
Literally just started writing a blog on it.

[00:41:59.700] - Kate Bradley Chernis
Guilty.

[00:42:01.160] - Aileen Day
Wow, yeah so before I let you go because we have talked about walk the talk and we've talked about sharing is caring. But there were a couple of other things that you pointed out to me, and I want to most certainly know what they are, so consider me the student.

[00:42:28.390] - Kate Bradley Chernis
You're so funny.

[00:42:29.320] - Aileen Day
Teach me Yoda, what does upend the norm? What does that mean?

[00:42:36.160] - Kate Bradley Chernis
Right, so remember, you're doing it wrong, but it's working.

[00:42:41.410] - Aileen Day
Right.

[00:42:42.730] - Kate Bradley Chernis
Yeah, so there's so so one of the things that, and I'm not saying this doesn't work for some companies, but it just wasn't working for us. So, um, you know, with the general way that you grow

SaaS start ups in venture land and you want to grow fast, that's the whole thing, right? They don't like it when you take in me so, like that's a check against me, it's taken me some time to have this hockey stick going on, right?

[00:43:06.470] - Aileen Day
Right.

[00:43:07.180] - Kate Bradley Chernis
It's an amazing, doesn't matter that I got the fucking hockey stick, but took too long, you know. Anyways, it took so long because I'm working 98% harder than, white dudes named Chris, right? I mean, that's, that's the jam. So, so anyway, there's two ways typically to go about doing that: one is you spend a lot of money on paid ads, marketing right? And we did that, it did not work for us it was just a wash and, and it wasn't engaging in, and the world was changing I could see that. This is why we did this experiment about three years ago, and we spent a lot of money and we had, we brought someone in to help us, too and it was like, you know, just wasn't the right fit for, for the company, not the person, the person was great, but like the whole strategy. And the other way that you do it is you hire a bank of SDR, so Sales Development Reps and they cold call and cold email their little hiney's off.

[00:44:08.150] - Aileen Day
Yeah.

[00:44:08.990] - Kate Bradley Chernis
I hate that.

[00:44:10.380] - Aileen Day
I hate.

[00:44:11.900] - Kate Bradley Chernis
You hate that it's nobody likes this and I just didn't want to do it and then we tried it and it just felt like a slog, you know, so Gary had we were talking about, we'd gone to dinner with someone from his team and they said that there was a new strategy at Vayner Media because they were so tired of cold calls and cold emails as well, and that they were going to look at people who were in their network, like in their social network, who were liking and commenting and sharing as warm leads. And I was like, well, that's a great idea, I can do that, so we do, so the content, the A.I. knows what content is going to get your goat right, that's its job, so when you, like, comment or share my content, you're, you're a warm lead. And we chat with you, we move you into D.M. and we ask you to get a demo, and that's why the conversion rate, part of it is so high, because you're a hot lead by then; you trust me, you like me, you know something about me, I know a lot about you, we're friends, we're friends. Um, so so, you know, not doing those two things has worked for us.

[00:45:18.800] - Aileen Day
Yeah.

[00:45:19.060] - Kate Bradley Chernis
And it, it really makes people uncomfortable, you know. They don't like it when you're not following, whatever.

[00:45:30.560] - Aileen Day
Following the old, the old classic ways of selling tactics.

[00:45:39.260] - Kate Bradley Chernis
Yeah, and it's, you know, lucky for me, as we were already, understanding this and changing our ways, the world changed with covid and part of that helped us because there was a new mindset shift, people are more open to trying new things because they had to. Right? And this thing that we're preaching, like, you know, people have asked me, they almost never asked me now, but they used to always ask me, well, why would I want to publicize something more than once? And I'm like, have you

heard radio, you they play the same song, 300 times in one week, hoping you'll hear it once, right? You know what I mean?

[00:46:24.230] - Aileen Day
Oh, bless the cotton socks.

[00:46:30.700] - Kate Bradley Chernis
That's a good one.

[00:46:33.250] - Aileen Day
Oh, goodness.

[00:46:34.430] - Kate Bradley Chernis
You know, yeah, so anyway.

[00:46:36.070] - Aileen Day
Not everyone in business is made out for, for marketing.

[00:46:40.000] - Kate Bradley Chernis
No, and that's fine, that's really fine, but it's been it's so interesting to feel I mean, that's the one thing a lot of awful things are happening, of course, and I recognize that and see it, and thank God every day for the position we have and I'm trying to give money to people and employ people and do all that I can do, you know. But the one thing that has been exciting is to see that mindset shift and to see the inventiveness that people are, whether it's, like I said, the restaurants here, how they're figuring out to service a safe dinner outdoors when it's 20 degrees out.

[00:47:17.140] - Aileen Day
Yeah.

[00:47:17.530] - Kate Bradley Chernis
And we're willing to go in all of our long johns and everything else, you know.

[00:47:23.110] - Aileen Day
You say 20 degrees for those listening, she means Fahrenheit, which is cold.

[00:47:28.240] - Kate Bradley Chernis
Cold as F.

[00:47:29.410] - Aileen Day
'Cause 20 degrees here is perfect.

[00:47:31.600] - Kate Bradley Chernis
Yeah, right I do, exactly it's going to be six degrees, so, so for Valentine's Day here, which is why I'm wearing this shirt, even though it won't be Valentine's when this air's, that's fine, you can feel the love right now she's on red.

[00:47:43.840] - Aileen Day
Absolutely.

[00:47:44.860] - Kate Bradley Chernis
You know, and we're so we're going to dinner at one of those places outdoors Saturday night and it's supposed to be six, six degrees Fahrenheit.

[00:47:54.160] - Aileen Day
Hoo hoo hoo hoo.

[00:47:55.010] - Kate Bradley Chernis

We're going to do it, though.

[00:47:57.130] - Aileen Day

Goodness me, you're hot meals, I want to know how they keep the meals hot.

[00:48:02.840] - Kate Bradley Chernis

Um, they, they manage, well they put a heater inside so it's a single tent with one opening for you and your guest or the family and there's a heater and a fan so it keeps a tent actually quite warm because the heat doesn't escape off the roof but you have the breeze through the open air, you know this thing there, yeah. And it's just, you know, just to have some kind of special moment of, and also just to see other people just to see a human, you know, not with a, in full, I mean, they're in full garb, but it's not like you're at the grocery store and you're like mission.

[00:48:40.280] - Aileen Day

Yeah, yeah. You can actually communicate and socialize.

[00:48:45.680] - Kate Bradley Chernis

Yeah.

[00:48:46.250] - Aileen Day

Yeah, absolutely, so talk to me about the golden rule, I feel like we're leaving the best for last, what is the golden rule?

[00:48:54.230] - Kate Bradley Chernis

Yeah, do unto others right where it's everything again, walk the talk, it's all sharing is caring, it's all in there, right? So like, we're talking about it, you know, mostly esoterically, but like also here's a practical way, so when I was at XM, we were broadcasting across our country and there's, I don't know, five time zones. And so we just decided, all right, we're just going to do East and Pacific Time. So, you know, 12:00 p.m. Eastern, 9:00 a.m. Pacific when you're talking about shows and things like that, so I got in the habit and I noticed that I can't do math I was a fiction writing major, you know.

[00:49:33.450] - Aileen Day

Same, I'm like eh I don't math.

[00:49:36.170] - Kate Bradley Chernis

It's so hard.

[00:49:37.520] - Aileen Day

I do, I do people and, and English and language and not math.

[00:49:44.150] - Kate Bradley Chernis

Yeah, "know thyself" right? And so one of the things I teach my team is like to always put that whether, whether it's on social media or when we have team members and all over the world now actually to just do their best to like be like that's 9:00 a.m. my time, 3:00 p.m. your time, you know, right? And so that's just a do unto others thing is to just assume that the person, on the other hand, like, is going to be like, oh, God, what is that? You know, and to even any message you're writing, like we talked about hearing, reading a text, and hearing the voice right? So like I, when I write normally, just normal writing, I have a resting bitch face in writing, I'm a bitch, I have to just like I'm saying, I have to emoji it up like crazy, I know this.

[00:50:33.510] - Aileen Day

I feel like we might be sisters.

[00:50:37.700] - Kate Bradley Chernis

This is what it's about though, right? Like you know, also because I know that like I'm, I'm thinking of all these things, I'm thinking, first of all, what's my objective? I want to get something from you there's no shame in that, right? But the best way to get it is going to be, you know, this way it's usually kill him

with kindness like we were telling somebody else this today. My, my favourite is when someone is so rude to you and like, you just really want to be like, go fuck yourself, but instead, you just say, oh, my God, you are awesome. All capital letters with a heart.

[00:51:11.700] - Aileen Day

It kills them, it makes them so angry, I think I said that on a tweet the other day, someone was talking about dealing with horrible, rude people, and I said, I love being lovely to a horrible, rude people used to all the time when I worked in retail and people would just walk...

[00:51:31.500] - Kate Bradley Chernis

Yeah.

[00:51:31.840] - Aileen Day

Past, you know, we, we, we had a position called the Door Greeter at Bunnings, which is like Home Depot, and you'd stand on the door and people would walk in and you'd go, morning, how are you going? And they go, fucking terrible, and you'd be like, oh, well, hope your day gets better, you'd have customers come up and they go, oh, I don't like that you've got no stock in, your crap and you can't do your job and you'd be like, all right, well, oh, I'll get that sorted for you and still be unhappy by the end of it, you go well okay, have a wonderful day.

[00:52:13.320] - Kate Bradley Chernis

There you go.

[00:52:15.240] - Aileen Day

He's probably going to say she was too nice to me.

[00:52:18.360] - Kate Bradley Chernis

Yeah, right she was too nice.

[00:52:19.980] - Aileen Day

That bitch.

[00:52:23.790] - Kate Bradley Chernis

Jinx, we said that at the same time that's so funny.

[00:52:26.670] - Aileen Day

Mind you the day, the day I did have a customer throw a can of paint at my head.

[00:52:31.260] - Kate Bradley Chernis

Oh, my God did they hit you.

[00:52:32.790] - Aileen Day

I wasn't that nice that day.

[00:52:35.340] - Kate Bradley Chernis

Did they hit you?

[00:52:36.510] - Aileen Day

It flew literally flew past my face.

[00:52:39.510] - Kate Bradley Chernis

Thank God, oh my God that would've concussed you.

[00:52:43.130] - Aileen Day

Oh yeah, I would have probably I don't actually it was that was a day.

[00:52:48.970] - Kate Bradley Chernis

That person is an asshole.

[00:52:50.700] - Aileen Day

That was, that was a go-home and drink tequila day.

[00:52:54.000] - Kate Bradley Chernis

But that's like, you know, the thing we're saying is that most of the time, if you just remember that people are coming from some other place, you know, whether it's your staff or your customer or your husband or your son or, you know, whoever it is, or a stranger, especially a stranger at a store right? Something has happened in their day they, maybe they got stuck in traffic, maybe their mom has cancer, you know, you don't know what it is. And like, just assuming that, going into anything right, or asking tough questions so you can find out right? That's why I like I said, I follow my staff on social as I need to know when something's happening, I need to know what it is, and it's not them, it's not them, you know, like if suddenly, you know, Lauren would never do this, but if suddenly Lauren disappears from slack all day, I'm going to be like, what the fuck is going on? Where are you? Are you slacking? Like, are you like sharking, you know?

[00:53:47.460] - Aileen Day

Off slack.

[00:53:48.580] - Kate Bradley Chernis

Yeah but like, you know, it's better to just actually call her up and say, hey, is everything OK today?

[00:53:54.150] - Aileen Day

Yeah, yeah, for sure.

[00:53:55.590] - Kate Bradley Chernis

Do unto others, right?

[00:53:56.880] - Aileen Day

Do unto others, absolutely I fucking love that, I think they are so many amazing insights into how you specifically have created a value-driven brand and you know, to hit those milestones, to have the customers that you have to have the raving fans that you have tells me everything I need to know about the legitimacy of the value that you do deliver and to have you on here and sharing those insights from one of the coolest start-up companies, SaaS companies I've ever had anything to do with has just been my absolute privilege. I in this situation, I am certainly, I am certainly the student and you are the teacher, but it has been such an absolute joy to have you come and join us on this podcast. But before I let you go now, for the most part, if you have listened to these podcasts before, you might know that I ask all of my guests to submit one song that pumps them up for anything, and Season 2 of The Value Driven Brand podcast is no different we are building that, that list because what happens is when every guest gives me that song that pumps them up for anything, I add that to a special playlist that then we share with you, our listeners and viewers and our lovers and our followers and our advocates and our raving fans to make sure that you can be pumped up for anything as well. So Kate, do you remember the song that you submitted?

[00:55:51.660] - Kate Bradley Chernis

Was it the Damnwells?

[00:55:52.890] - Aileen Day

It was the Damnwells?

[00:55:54.570] - Kate Bradley Chernis

That's my husband's band, by the way.

[00:55:57.000] - Aileen Day

Oh, what?

[00:55:58.860] - Kate Bradley Chernis
Yeah, and it's him playing guitar on that.

[00:56:01.470] - Aileen Day
Oh, that's so cute.

[00:56:05.310] - Kate Bradley Chernis
Yeah, that's why it pumps me up, because, like, I know him, you know, they were our first, they're our a favourite record of the year when I work for XM, that that record that is **for the record** yeah, yeah.

[00:56:18.610] - Aileen Day
Well, The Damnells, **I Am a Leaver**, is to be added to the Spotify playlist, and when this prodcast, prodcast? Well we do prod.

[00:56:32.230] - Kate Bradley Chernis
Productive cast.

[00:56:34.490] - Kate Bradley Chernis
Oh, that's about that kind of prodding.

[00:56:38.950] - Aileen Day
This podcast, when this podcast goes live, The Damnells will be our newest addition to the Spotify playlist, so thank you so much I want to thank you because I know it is getting late over there and David is probably trying to keep dinner warm for you.

[00:56:58.780] - Kate Bradley Chernis
He's texting me, my, my, my, my pants have been buzzing.

[00:57:04.570] - Aileen Day
Well, it is nearly Valentine's Day, so I just want to say thank you so much for joining us. It has been legitimately like the highlight of my year already and so, so wonderful to finally get to meet you, talk to you and I hope that it is the beginning of a beautiful friendship. And for those of you who are interested in following and learning more about Lately, when you go and track down this podcast at valudrivenbrand.com, you will also find the links to be able to connect with Kate and her team, and you will also find the links to try your own demo for a for, for you to make your life bloody easier.

[00:57:55.410] - Aileen Day
Let's be honest so if that sounds like something that you need to make happen to create value and become that value-driven brand that you know you deserve to be, then please go to valudrivenbrand.com/podcast-series and you will find this podcast and all the links to Kate and her amazing, amazing program that she has so successfully given to the world and it is a pleasure to hang out with you tonight, today, and I hope you have a wonderful rest of the week, thank you. That's it from us today, I will be back next week, but until then, make sure that you go out and deliver value to somebody else in your life, because what goes around comes around, I'm Aileen Day, till next time.

[00:58:50.720] - Aileen Day
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