



## Episode 26 - How to Get Started Quickly In The Tech Space!

### *Episode Transcript*

[Tracy] Hey, good morning everybody. And welcome to another episode of the unlock show. I'm your host, Tracy Wilson and wow. Today I am joined by a very special guest, Mrs. Calla White. Carla is absolutely amazing. I've come to know her over the last couple of years, but let me tell you a little bit about her because we are absolutely going to explode the lid and uncover all the secrets as to how you really get started quickly in the tech space.

So Carla is the founder of Hero.fm. She is the first woman to launch an iPhone app, which has been in the charts by the way, for over 10 years, she's a success coach, a, she calls herself a happiness kettle product. Uh, who's helped countless people transform their personal and professional lives by her apps, her speaking engagements, her newsletters, seminars, and her books.

She has a number one bestselling app, which is called Gratitude. So for those of you, who've been actually inside of the success secrets for family business and life group, who've been doing our little gratitude challenge. You may well want to go and download Carla's app. The gratitude journal. It has been downloaded by thousands and thousands of people.

It's actually been featured on Oprah, NBC, New York times and countless other publications. And it continues to grow in its popularity. She's going to tell us all about that. She also shares everything she knows about producing successful apps in her bestselling book called Idea to iPhone. So you can also go grab yourself that, we will tell you how to get a copy of it a little bit later in the show, and due to her popular demand, she's actually launched a brand new podcast, The Radical Shift, which is actually aligning neuroscience with ancient wisdom in a way that has never ever been done before.

So there's multiple ways that you're going to be able to get more of Carla cause you've got to want to after today's show. So welcome to the show Carla. So awesome to have you here.

[Carla] Oh, thank you for having me, Tracy. This is so much fun.

[Tracy] This is going to be heaps of fun. So for you guys, um, you know, the drill. So if you're inside of the success secrets for family business in life, then you know that you're able to communicate with us. So all you've got to do is just click the link at the top.

That let's Stream yard, know who you are and then you can type to us in the chat box and we'll make sure that we answer any questions that you also have. You may also be listening to this as a podcast. So the same applies. If you're listening to the podcast, please make sure that you leave comments because we'll make sure that both Carla and I get back to you and answer any questions that you have.

So pretty simple, the way that it flows here on the Unlock show, and it is all about blending business, family, and life. Now just letting you know, Carla has a, um, a puppy, a wee dog that is like going crazy outside at the moment. It's walking hour. So if we hear, um, if we hear them in the background, don't worry, you know, that's how, that's how it goes. That's life. Right? So let's get let's kick in. Tell us a little bit, like, I know I've done a big introduction there Carla but tell us a little bit more about like who's Carla white. What is she all about and why does she do what she does?

[Carla] Yeah. Right. So, um, growing up on a farm, if you would have told me I was doing all this, I would have laughed because like we didn't, we had a plane fly over head twice a day. And that was about as advanced as technology as we had back then, you know, black and white TV. Um, but thankfully my mom was interested in getting computers and she always got us like the latest games, Pong Atari, and it just got me more and more interested, long story short. I, um, got an MBA at MIS I studied over in Germany, spoke multiple languages. I, uh, worked for the Pentagon for my first big girl job. Did all these things yet I, I was broke and lived out of my car. I had no money because I didn't know how to make money.

Right. I knew how to get the grades, get a good resume, but I didn't know how to negotiate. I didn't know how to value my skills, anything like that. I was just grateful I got a job or grateful I got some insurance. Right. And, um, I had all this student debt. So I ended up living and working in London for a long period of time working for Microsoft.

And that's what I really dove head first into tech and how to create software products and knowing how to manage them. And, uh, when my, my, um, my gig with Microsoft was up in London, they told me, look, you can go back to America code there, or we'll let you go. And I chose to be let go and not to go code in, uh, Seattle. And what happened after that is we launched my husband and I, he was, we were just roommates at that time. Um, launched her first business together and it tanked like it wasn't doing very well at all. And you know what it's like as an entrepreneur, you're working like 12 hours,

14 hours. You're just like putting more and more into it. Like this is going to work. And that, you know, like you'd get this little lead and that'll open. Um, at the time I was coping with the stress in all the ways that society taught us how to do. And, you know, Australia is much like England.

They have great stress coping, coping mechanisms, the pub really good chocolate, really good telly, right? Just like, forget about everything and binge watch TV. Like even the commercials in England are good. So, um, I wasn't, I wasn't coping with the stress. I was just ignoring it. And as a result, I, um, uh, started to get sick. I started to get ulcers. I started to get insomnia, you know, all these things that were happening to me. They never had happen to me before. And right when I thought it couldn't get any worse, I get that middle of the night phone call from my brother that my dad had suddenly passed away. And that's what, like, the whole, my whole world came crushing in. Because I wasn't dealing with the stress. And not only that, um, by chance I had been, and in America seen my dad like just a week before that I didn't even have my bags unpacked. And I noticed when I was home that something wasn't right. But I didn't say anything to anybody cause I wanted it to just be a nice vacation.

You know, like I was a master at avoiding stress by avoiding difficult conversations. And so I didn't say anything and because I didn't say anything, I blame myself for his untimely death and, um, uh, carried that on my shoulder, like to the point where I was driving down the M four, as fast as I could in my little Honda, just hoping it would flip. Like I just want this pain to be done. And my husband thought, well, let's get you back to the States. Let's do something. So we moved here back to the U S where I'm at now. And it was only gonna be a year. And, uh, um, it got worse because then I had culture shock, failed business, cold weather, you know, all this stuff to deal with on top of it, like my family was all weird and we had this big gaping hole and the dynamics and ended up in the hospital, double pneumonia when I hit my rock bottom. And that's when the doctor was like, here's something for your pneumonia and you better get your depression checked out.

And I'm like, depression. I don't have depression. Right. And, um, that's when I discovered keeping a gratitude journal, I didn't know what it was. I just Googled like everybody else does when they have like a big wake up call, what do I, how do I handle this? Go to dr. Google and, uh, started writing down a few things each day that worked out. And it was two months into this little experiment when I was out for a walk, thinking about all the things that I was going to write later. Like I got a job offer from NASA. I slept really good. I'm losing weight and all these things that were happening, you know, it's like, Oh, what's the silver bullet. What was the thing that I did?

And I went through and what is it, the fish oil I'm taking, you know, then I finally hit it on the gratitude journal. And that's what I thought, I get to tell the world about this and yeah. To make an app. And no nobody was making apps. I was the only, like I had explained what an app was when I did it. I had to explain what the gratitude journal was. Now they're both very common, which is good.

[Tracy] At that time. I mean, given your experience with Microsoft, and obviously you knew a bit about the technology And then going through that experience yourself and hitting that rock

bottom and really thinking about, you know, what do I need right now? Um, I mean, it's something that I talked about in a, um, in a show at right. I think I might've been in probably in the first five shows that I did was about like, um, applying a concept or an idea, and then applying that to a new industry. And that's really like what you did is gone Okay. Well, I know that this industry exists. I know I can create something that can help a lot of people now, how do I use my knowledge of technology with the experience that I had? And I know that there's these paper journals I can do. How do I couple all of that together and create something amazing. And that's obviously what you did and created that gratitude journal, you know, 10 years ago.

I mean, I'm really interested to hear. So when, when you created that, um, you know, did you ever think that somebody like Oprah would even pick up, pick up, pick it up, like tell us about that story. How did that come about? Cause I know our viewers will be like, Oh my God, it was on Oprah.

How did you do that?

[Carla] Yeah, so, well, number one, creating an app was newsworthy at the time. Anyway, the news was like searching for any app story. And most of the apps in the app store were created by guys. And you can see it cause like I have a picture of my app in the top 10 of the app store and like number one is sexy girls, number three, just below. It is like fake cigarette. It's like all things guys type part one. And it's like fake beer drinker. And um, uh, anyway, and so when I was going through this whole gratitude experiment, I was keeping a blog. That was the thing at the time, there was no Facebook, there was no Instagram, Snapchat, and any of those, it was like, you keep a blog. And so I wrote about just how I was working on gratitude journal, why a kit created the app. And some, I think it was USA Today, picked it up right away. And they did a big spread how I, this, I created this app and um, and then somebody else, like it just snowballed like one then like BBC and then another one, another, like they just all pick up on each other's news stories. Right. And so I was so inexperienced and speaking on the phone or on camera or through interviews, it was so funny how I stumbled through these interviews, uh, does not engage very technical because I came from this background of working for Microsoft.

I wasn't like, I didn't know the show in business at that time. And um, anyway then every day almost I would get an email from a major publisher, at least now like you have to pay to be seen in these articles. Right. Then they were just sending. So Oprah was one of them and I was like, what? And I was like, Oh, she's going to have me for a favorite thing. She's going to like, get me on the show. I was just going to what's she going to do? And, and then it would be like, um, we're going to move you to the magazine. No, we're gonna move you to the thing. And you know, like it took a while for them to finally get me in there to, uh, favorite things. But yeah. Yeah. I wanted to get on her show, but I didn't get on their show. That's still a good thing.

[Tracy] Yeah. It got darn close. Right? Yeah. So I mean, that's, that's pretty amazing. I mean, what, um, what I like about obviously about your story and you know, I've come to know you through the last couple of years, but you know, you have taking that experience. And one of the things that I want our viewers to understand is that a lot of the time, you know, we don't think we've got anything. People don't think they've got anything amazing. You know, like, Oh, I'm

just, I'm just little old me. I don't really have anything amazing to share. But the interesting thing is every single individual person has something amazing to share. Every one of us is unique. And it's just a matter of like aligning, you know, the opportunity because for you at that time, like you were saying, I was blogging. I mean, that was the in thing to do back then.

And when you get started and you didn't really know what you were doing, you didn't know how to do an interview, but you got started. You started, you picked your platform, you got started somewhere and then slowly but surely it gained momentum and gained some, you know, some interest piqued the interest of other people. And that then starts to kind of expediate that entire process.

Let's talk a little bit about, um, cause a lot of the people, you know, a lot of the things that prevent us from starting business will be like moving forward, getting knocked down and then not feeling like we can get up. You talked about the fact that you and your husband started a business and it tanked it. Like it didn't go anywhere yet.

I mean, what did you do? Like pick yourself up and just keep going and you know, how did you, how did you move forward with that?

[Carla] Well, okay. So I wasn't picking myself up. I mean, I wasn't handling that failure very well at all. Now, going forward with my own business. So let's fast forward a little bit, a gratitude journal takes off. It's doing well. I'm getting people asking me how to make apps while they make their app. And I'm still holding down a day job, running gratitude journal and making apps for other people on the side. And then I decided to quit my day job because we had little ones at home then and had my own agency. And that's when things started to really go South because I didn't, again, Uplevel my coping mechanisms. I didn't Uplevel my, uh, organization skills, everything like in my life up-leveled to 10 degrees, but me, myself, whether it was still living like I was, uh, I dunno, I'm parent like a single person at home, a Dink as they call it dual income, no kids. And, uh, so, so that was super hard. And what I did was, um, I really started to invest in myself in the morning, get up really early 5:00 AM, 4:00 AM. Sometimes have that good hour, no phone, no work. Just like, let your ideas flow. Just enjoy yourself. Start your day off on the right foot. Like really invest in that meditate.

Right? Go for exercise, drink some water, right. Just set up your day, organize what you want to have accomplished. And I had so much more, I don't know, success and so much less stress. I stopped having insomnia and you know, all these other things that normally it's just like the norm of the entrepreneur. It's not like why go into being an entrepreneur if you're just going to wreck your whole life, like wreck everything about yourself. So I did.

[Tracy]No, there's this crazy saying, right. You know, we're the only, um, you know, entrepreneurs are happy to quit. Their 40 hour paid 200 hundred hour a week, unpaid job to start with, you know, w we, the crazy ones that are, um, you know, they've got these crazy ideas, but are crazy enough to kind of get out there and do it. I mean, the thing, it was really interesting too about that Carla is, um, you know, I talked about this again in another episode, it's about designing our life and I think that's exactly what you did is you hit, okay, hang on a

minute. Something's not quite right here. I need to make a change. I need to be in control. I need to take control of this, take responsibility for it and make a shift and make a change. And obviously that's when you know, changes of your morning came in and then slowly but surely, have you seen that, you know, the fact that you did that in the morning start to unfold itself into every other part of your day?

[Carla] Oh, it changed my life so much. Absolutely so much. Like I was so much more in touch with my intuition had so much energy, more energy. I mean like clarity. I was focus. Everything changed to the point where, um, people who got my gratitude app were reaching out to me and saying, I want more. And before then, I was like, well, I don't have anything more to give you a link. I'm not even sleeping at night. I'm not handling stress. I am in no place to tell you what to do. But then after that shift happened, I'm like, you know what? And I wrote to my list. So I had this list of people who got my app and I wrote to them, and I said, I'm looking for five people. This is just an experiment. I'm looking for five people who are fed up with life. I want to turn it around in 30 days, the best sound like you just write reply to this email. And that's when I started my first beta coaching group, it was 10 people. And we worked together for four weeks.

It was nerve wracking. Like I had imposter syndrome. I had like somebody with a PhD in neuroscience in that group. I had some really smart people. And I was like, Oh my gosh, I got, I can't mess this up. But they, I created some super fans. I mean, just, and just started to re um, redesign that program and refine it every time. And now it's my evergreen product. So

[Tracy] Yeah. That's so that's so awesome. And you know, again, you're seeing this guys, are you seeing the pattern it's like get started and then things just slowly but surely unfold. Let's talk about this. I'm like the tech industry is like you pointed out is chocolate block full of males.

Um, why do you think it's so important for, you know, for a woman to stand up and actually take, take, um, ownership of some space in that tech space? And if so, how do we do that?

[Carla] Sur, so, one thing when they talk about women in tech, yes. Learn how to program that always helps to know what's happening there, what I mean by that is don't um, don't just learn how to program, like what we need are women who are designing the apps, who are running the show, who are the managers, not just the programmers, not that being just a programmer is a bad thing, not at all, but, um, you need women running the show. And the reason I, and it's not just women, I mean, we need a whole diversity of people because everybody connects the dots differently and how we connect the dots. It's different than a lot of people. A lot of guys who are in Silicon Valley connecting the dots, and yet we use over 50% of the products out there, the software, the apps out there that are being designed by guys. And so if you come in with your own perspective and I came in really early and I was the only sort of feminine app on the whole app store, they were all masculine apps and there still are. And there's still a lot of low hanging fruit in the app store to, uh, to say that it's like, those days are over, is a misnomer. There's still some opportunity out there. So,



[Tracy] So in terms of like now that we've established that, and, uh, Wendy Schenkel was on the show a couple of shows ago, and we were very much talking about how to sell to a woman and why, why it's important that we as women, um, you know, come to the party just as you've just said to actually be the developers, be the, the people that are actually running the show because of the fact that women control about 85% of the, of the spend of the hold, the purse strings.

So if that's the case, there's a huge opportunity not to say that men shouldn't do it, but you know, partnering up with a female in your, in your team would be a really smart thing to do because we can give a, you know, I thought you say a different perspective and a different, um, a different way of doing things, bring something else to the table in that. And I want to go to, you mentioned that, you know, there's this misnomer that apps are kind of been there, done that, a thing of the past. Um, you've alluded to the fact that no, no, no. That's not the case. Tell me more.

[Carla] Yeah. So, um, well, there's still, if you go into the app store and you look, or like some of these, uh, websites like app Annie, that tell you the stats of apps, you can look at app set, Are you still selling strong, But have not been updated for maybe a whole year or two. That means that the owner built it and forgot it. And you can go in there. And most of the time the design is pretty poor because in order to have a really sticky app, one that people open over and over and over again, you have to build in triggers that create, um, endorphin rushes and all, uh, oxytocin rushes in your, in the person's body. And that's, that's programmed in. So for example, they take, uh, some, I think it was monkeys and they rang a bell and gave him a fruit.

So when the bell rang the, the monkeys, uh, I think it's oxytocin. I dunno, happiness, chemical shot up when they got the fruit, it like started to flat line. So it wasn't actually getting the prize. So it made them have that rush. It was the anticipation of it. What's that?

[Tracy] Is that dopamine? Yep.

[Carla] What's the other one...Not dopamine. Yeah. I think anyway, there's another one, but it will say it's dopamine. I don't think it is anyway. Um, so they, they, what they did is they randomized the fruit that they gave to the monkeys. And when they did that, when they randomized it, like sometimes they would give him double. Sometimes they give him none.

Sometimes they would, uh, give them something they didn't like when they created that random reward. And when, when they rang that bell, the dopamine spiked even higher. So when you look at your apps that you're most addicted to it's because of the dopamine rush of what you're going to find when you open it up, for example, Facebook friendiversary, who liked my comment. What's what am I going to find? And there's different dopamine rushes built into all the design too. Like if you look at Pinterest, there's a dopamine rush called the hunt where you scroll and scroll and scroll. And then, Oh, I found something. And so really as humans, we are now on these dopamine highs that are so unnatural because we're constantly having them pushed and rushed and rushed in rush and rushed again.

So like reading a book, doesn't give you that big of a high, as much as like scrolling on the phone because you get it like that. And so, um, it's a bit like alcohol tolerance. When you drink a whole bunch of alcohol, your tolerance goes way up to you. It takes you a lot more to feel the alcohol. So the same thing is with our dopamine, it goes way up. So I kinda diverted there. Um, but if you design, if you know that and you design it into the apps that don't have it, the absent don't have, it are the ones where you open it up. And it's the same thing. Every time, boring, boring, boring, and people fall off that they don't want the same thing.

They want it to be different every time. So if you can design that in, and I have a whole course with like, whole list of different ways to do that, there's, there's a product right there. It's already been proven that people like it now make it more addictive and make some money from it.

[Tracy] Better, faster, stronger...

[Carla] Yeah.

[Tracy] It's, it's something and applying, um, you know, some new, new, uh, like you say that it was dopamine and serotonin.

[Carla] Yeah.

[Tracy] So, yeah. So we're applying those principles and, um, I know you've got a, you've got a program that teaches that, but also, um, again, a show back, we talked about the eight psychological triggers that you must have inside of your membership area.

So it's a same sort of, same sort of, um, uh, principles apply. It's like, how do you get somebody interested, get them hooked. And, uh, it keeps spiking their, their, um, emotional peaks so that they want to keep coming back.

[Carla] Exactly. Exactly. Yeah.

[Tracy] So how let's talk about this you've you've mentioned, um, what, what do you think being a woman in particular has served you well in this industry? Or has it,

[Carla] Well, it has, because, um, it's gotten me a lot of speaking engagements, I think, because it's a novelty. Uh, I published a book and all that other stuff. Um, the, the hard part is, is like when I'm launching and I want buyers to take me serious and then they see it's a woman running it. And I think it goes both gender ways. Right? Sometimes there are a few women that will go, I just want to buy from it, buy this product because it's a female run product. Right. There's some awesome women supporting women out there like that, but I think it's even harder. Uh, so for example, I'm launching a new product, which we'll talk about in a bit, but, um, my, the, the gentleman helping me program it, he pushes it out there once or twice. I do most of the marketing. He does it once or twice, and people are like, Oh, what's this. And he, doesn't like kind of messy and not very good. And, um, but I think it's just because it's a guy with a software product. So then that makes sense to them, a woman wanting a software product is



still kind of like, Oh, what's this, is it gonna be cute kitten flying across your screen? Or what is it going to be? You know, they're not taking it terribly serious.

[Tracy] Oh, the she-myth at, uh, at play there, right? Yes. Yeah. He couldn't possibly know how to do something like that. I know. Yeah.

[Carla] Right. It's still like that a lot. So, um, but there are, you don't like, it plays for me where, um, for example, when I was trying to find developers to help me with my app, the first like way back when the iPhone first came out and there's this girl out there on Twitter, because Twitter existed and, um, asking people like, Hey, does anybody, can anybody help me make an app? Are there any app developers out there? And, uh, I had a lot of reports because, you know, like I was the only girl out there say that. And, uh, and, and there are a lot of guides that helped me out tremendously. So yeah.

[Tracy] Yeah, absolutely. Well, let's switch this up a bit because I'm really excited. Like you being, you know, one of the first woman to create an app, you'll now are like on this little, little journey of creating something else. So let's talk, let's talk a bit about that. So, um, Carla has a brand new product coming out called hero. Um, I'm going to put on the screen here where you could go and like check it out, but we're going to talk a lot about that right now.

So tell us about hero. Tell us how did you get started? Um, and I want, by the time we've kind of finished today, get a bit of a, an insight for our viewers as to if they want to get started quickly. How can they do that?

[Carla] Oh, I've got something special for them. So, um, okay. So when I was doing my challenge, the back when I wrote to those 10 people, and I refined that little evergreen thing, it was for a little while there, uh, 21 days live in Facebook. So every day on Facebook, I would go live except for on the weekends and give them a chance to catch up. But I noticed like after day three or four, people started to fall off like showing up for the lives. And that really got me feeling, I dunno, bugged me so much because they would blame themselves on to you. Like, I'm not organized enough. I can't do this. I can never finish anything. And that was counter productive to why I wanted them to join this challenge. Anyway, it was to reset their mindset. That was the name of the challenge, mindset reset. It was to build their competence, not diminish it. And so I started to pull the audios from all the lives and send them out to them. Here's a Google drive. You listen to this, that way, you don't have to show it for lives. You can just pick up your kids and listen. And that was like, people love that.

In fact, I started to notice that the conversion rates for my, my next higher level ticket item was like way easier, way faster, because I was in their head. They were listening to me and it got to the point where like every day they just like hit play and listen, and they got addicted to it. So now what, um, so that was like, it was really fascinating. So I'm like, okay, well, I'm gonna make this the core of the program. It's just gonna be audio. And the video will back it up that way. Like they can never say, I don't have enough time to show up for this. Like you just have to hit, play and listen, and you can do it while you're getting ready in the morning, cooking your dinner, whatever, just find 10 minutes every day. And listen, and I duct tape a solution together by just

using a regular podcast RSS platform. And it was a pain in the butt because every time we had a challenge, I had to build up this whole podcast with the 21 days of audios and set them all for the dates and everything. And it was like, Oh, so much more. It was more work than like even before, but cause there's all sorts of technical issues. And then they had to install it with this private URL and it was such a mess. So I, you know, I'm being the technical geek that I am. I'm like, there's gotta be an easier way and started to design it out, worked with a developer friend. And he and I are like, well, let's just do a minimal viable product, an MVP. What are the minimal features that we need to get this out the door? Well, I'm such a stickler. It's gonna look good and it's gotta be this. So, uh, we built it. We built that. And it's the, that's what hero is. So now if you have a course or like, um, a book and you want an audio version or you have a challenge, if you, uh, have onboarding calls and you want people to listen to some, like instead of watching videos, you can have them listen to audios, all sorts of different ways that we're using this lead magnets, um, all sorts of different ways.

So what it did is you just take your videos and it'll come pull the audio automatically. And then you organize how you want the listener to get them. So they'll, do you want it to be dripped out? Do you want it to be on a certain date? Do you want them to have it all at once? And then, um, when a listener gets your audio, they just install it into any podcast player they want. So they don't have to install any software. They don't have to deal with any membership logins. It's just right there in their Apple podcast or whatever podcast player they like. And when you have a new episode come out, it'll show up there and they just hit play and listen to it. So it's super cool how it's working out.

[Tracy] Fantastic. And I see you've got, um, you know, some guys are using it right now. And so tell us a little bit about, um, some of the, cause I've seen some of the 60 stories, so we want to share a couple of our lives.

[Carla] Okay. So there's a few people that already have courses that are evergreen courses are converting, so they just uploaded their audio. So one person uploaded like 80 audios on 80 videos that were converted to audios. And they turned around to their existing members and said, look, we have an audio version of the course and the Q and A's and pluses bonus interviews. And, uh, you can have all that for like 97 bucks. And you know, like they did it in a live. They made thousands of dollars like in an hour because people were buying it up. They're like, yes, I want this. And then they took it and they add it as a bump or an OTO on their offer. So, um, so those are really easy, quick wins. Other ones are a fast time, fast action bonus. So there was a gentleman who was doing a contest and he said, look, if you get in today, I'll give you everything in audio format. So you can listen. You don't have to watch all my training videos. And I think he, I think he had like 3000, 4,000 listeners sign up, like people grab that fast action bonus. So yeah. And then we have people who are using it for their audio book for their free plus shipping books. So that's really great.

[Tracy] So some of our audience may not necessarily be familiar with OTO or Audubon or those sorts of things. So what I'll do guys, um, I would actually do another show specifically on, on those components that Carl has just spoken about.

But, um, what she's saying is that, you know, you can add to that, we've talked about building out offers previously. This has a great way to be able to add additional value to any offer that you have. Um, so I'm really, really interested in seeing, you know, we've got some, uh, some brand new products coming out interested to see how we can apply this to some of the things that we are. Um, we're bringing out in the future to, um, also one of the questions that our audience may have is, is it secure? Like how secure is that and why is it so different to say a regular podcast?

[Carla] Yeah, that's great. Those are great questions. So regular podcast goes out to pretty much all the different podcasts players automatically, and you set the podcast to be released on a certain date and time now with hero. It's not, you, people can't find the link, they can't access it. They have to get it directly from you. Um, and also you can have episodes be dripped out by that. I mean, somebody listens to an episode and then they automatically get the second episode and they can start whenever they want. And the second episode comes out whenever they started. Like everybody can start at their own time. It's not date based. Um, so, so there's a big difference there. And then you can also shut off access to individuals. If they're, for example, not paying their membership fees and you can shut off the access. Now, the interesting thing, and this is how it's so much more secure than membership platforms is membership platforms.

You can share the login details with a friend, right? You can give them that last pass or whatever you're using to store your passwords. And they can log in and with hero, the listener gets a little button in an email. They tap that button in the podcasts, installs in a podcast player once it's installed, it's activated. And that means that that link can't be shared to a friend so they can activate it too. And you get to see when they activated that link. So if they're saying, Oh, I didn't get in and activated, you can go, no, I didn't know you did.

[Tracy] My technology tells me so exactly. So, and the other question that people are going to have is once they add the content to it, who owns it?

[Carla] Oh, that's you? Yeah, yeah, yeah. That's a hundred percent you and that's in our terms, right? That's uh, we lay that out. This is all your content. So we're just really holding it for you and distributing it. So you don't have to worry about that. I mean, I don't, maybe you never dealt with this, but I was dealing with like Google drives and then they get it downloaded to their phone. And then they got a fumble. Where is it? It's just messy. And then so many other people like, well, I'll make an app for my class or my course, so they can listen to, well, don't do that because that's like \$50,000 just to make an app. And then you have to maintain that software too. So this way you just set it up and you forget it and super simple to do, it takes like two minutes to set it up. This is so awesome. So guys, if you want to go and check more out about hero and how to use it, if you go to [www.hero, H I R O dot F M](http://www.hero.HIROdotFM) Carla's got a whole lot of like, um, frequently asked questions. So if you're, you know, sitting back thinking now, Oh, but what about this? And what about that go to that website? Because it covers a lot of the questions that you have. You probably are looking for the answers for our right now that, or already on there. And it's really simple to get started. There's like this big purple button in the top right hand corner that just says, join here right now. And you can click the button and off you go. So for somebody who's wanting to like say someone wants to get started. Um, so here are getting

started with that. It's going to be super simple. And that means for you guys who don't currently have a program, you could actually create your own program very simply with just this piece of software. So creating your audio version of it and just putting it on here and then making that a sale-able product. That's kind of cool. And then for those of us who have products already, well, you can edit to the product mix, right.

[Carla] Or if you are camera shy, like I was about a half hour before Tracy don't have to go online and guess what? With hero, you do not have to wear lipstick to danger training videos that you can be a mess and nobody will know.

[Tracy] Well, there you go. I mean, some people don't don't want to do this live face to face. That is the answer and the solution for you, right?

[Carla] Yeah. Yeah. And, uh, I did my whole training, only audio. So people are, they do like it, people, audio, the audio industry, audio learning is like over 5 billion in is growing by 25% a year. That's a lot of growth and yeah, that's a ton. And it's because people are, you know, how many more books do you listen to? Then you read, you know, it's just the natural way that we listen and learn now.

[Tracy] Beautiful. Well, let me, I want to recap a couple of things because it's been, um, you know, loads and loads of value you've shared tonight, but I think there's some key things that have that I've picked up that I think our listeners, um, you know, in terms of taking action, guys, there are key things that calorie has said. So the first thing is just get started, you know, and I say this over and over and over again, it's just, you know, don't be afraid. Just, just find the platform that works for you and just get yourself, started, get yourself some momentum and don't be afraid because you probably got, you know, there may be some failures along the way. It's okay. It's all part of the learning journey. The second is Carla mentioned something called was, can I just confirm, was it called Annie?

[Carla] Yeah. App Annie.

Tracy] Tell us a little bit more about that because why is pricked up when you said that,

[Carla] Right? Yes. And this is like, you know, unless you're making apps, you don't know about these different tools, right? So at the end, there's others just, if you Google app analytics or app ranking tools, anything like that. Because if you just look on the phone, what are the number one apps selling on your phone? It's only gonna show like your region and it's not a full picture, but if you go to app, Annie it'll show like overall in the whole world and Hey, guess what? You can make a really good app for China or for Singapore, you know, other locations, not just in the U S so you get all this other information what's selling. What's not, how much are they making you get tons of information.

[Tracy] So, yeah, Which is case. So I would say like Carla said, go and have a look at the ones that have, you know, been selling really well. And that haven't been touched for like donkeys years, these mess, like, I'm all about the opportunity, um, you know, in the, in the needle, in the haystack. Well, there it is. It's, it'll be clearly obvious that these are ones that have been selling have not had anything to do with them, huge opportunities sitting right there. And if somebody wanted to get started really quickly, what do they need to do Carla.

[Carla] Well, to get started creating apps?

[Tracy] Well, a hero it's simple.

[Carla] We can talk about it, but yeah, I wanted to create my own app, have some Polish, I don't know what the exact URL is, but if you go to [Carla white.org](http://Carla.white.org) forward slash resources, um, towards the bottom, I have a freebie, it's like a synopsis of my book. Like, what is the roadmap for making an app? What's the steps by steps. And it gives you an overarching picture of what it takes, what sort of skills, how long to, you know, like what sort of money to invest. And that would be a really good free resource to go to. Um, I do have a book idea to iPhone. It's about a process. It's not so much about technologies to use, so it's evergreen. Um, but, uh, yeah, that would be a really good first place. It was just to get that free download.

[Tracy] Well, that's brilliant. So guys, I will make sure that we are put those links that Carlos just given us so kindly into the comments so that you can go and pick those freebies up and, you know, give yourself a bit of a, she's very, very good at like roadmapping things out. I know this. So go and download that. It will be your, you know, your fast track to getting that stuff up and running. Uh, thank you, Robin. She's already put it in and she's already ahead of me. She's already got it in the chat right now.

We've covered so much ground this morning. Is there anything else that you want to lead our view was with before we kind of dial out and let you get on with your day? Cause I know you've got a, a, an excited little dog outside that needs to be whooped.

[Carla] Good. I think he's been taken care of, um, really, uh, you know, you're never too young. You're never too old. You're never in the wrong spot. You're never in the wrong location. Right? It's I, when I did the first app, I worked at a government facility that was 20 miles in the middle of nowhere and we had no internet. And so I was as cut off as I could be, but yet I was able to do it, you know, and here I am launching another app, another software I'm willing to my seasons of doing business, but I'm going to do like the, I have so much knowledge, so much experience in everybody does so never talk yourself off out of giving it a try, just put together the minimal viable product, the least amount you can do. See if anybody buys it and then just build on to that. It could just be an email that says, Hey, do you want to join me for 30 days?

[Tracy] Yeah. Cause it's something that you're interested in. Let's go. Yeah. They build it out from there. Well, that's so brilliant. Thank you so much for joining us today.

Like, you know, you know, those, those highs and those lows and just sharing so openly for our audience, you know, I'm super, super cool. I have gratitude and I'm grateful that you've done that you've done there today. So guys, just to recap, um, go get, go download the gratitude app. You can find that in iTunes and the, um, Google play and then, you know, if you want to get here, go and check that out. So H I R o.fm is the place to go. And like, as always, you can put your comments in the comment section here and we'll make sure that both Carla and I will get back to you. So thanks so much for joining us today.

It's always a pleasure to have our very special guests and all of you watching and listening on the unlock show. I will be back again my Friday, if you're in the U S it will be Thursday. And I have to say tomorrow is, uh, we also have some other shows inside of the success secrets for family, business and life. One of the amazing, uh, other show hosts, who name is Vicki helm. It is her birthday tomorrow. So I want to do a big shout out. It's actually her birthday here in Australia today. It's a big shout out to Vicki. Thank you for everything that you do have the happiest of birthdays. And, uh, we look forward to having an amazing next year with you and all those special things that you bring in the coffee break show.

So thanks again, Carla. I look forward to seeing you back again and I'm, I'm excited to get in. See, I had this hero program is going to work for us. Thanks.

[Carla] Yeah. Take care Tracy.

[Tracy] See you guys. Bye