

Thursday, April 4 | Barbie Website Meeting

Attendees: Jackie Babler, Chad VanCalster, Chad VanCalster, Chad VanCalster, Chad VanCalster (QOLOS), bablerjackie@icloud.com

Highlights

Transcript

5:36 *Chad VanCalster*: Good. how are you doing?

5:36 *Chad VanCalster*: Right hey jackie.

5:36 *Jackie Babler*: Hi, how are you?

5:44 *Jackie Babler*: So sorry about like having to change name and

5:46 *Chad VanCalster*: To the volume up a little bit. oh and two. all right. that sounds good.

5:48 *Jackie Babler*: The logo and all that stuff. i've been it's been i've been learning a lot put it that way.

5:51 *Chad VanCalster*: Well, that's okay.

5:59 *Chad VanCalster*: Yeah. understandable so i'm looking at the fashion doll. market.com is available.

6:07 *Chad VanCalster*: I started putting together some.

6:16 *Chad VanCalster*: Yeah, it is. um. it's long. that's the thing.

6:24 *Chad VanCalster*: Let's see. What did I put in for the logo? I think I just did the fashion doll. Maybe I've added Market.

6:30 *Chad VanCalster*: I don't remember. I can't find where I left off. Would that go? But it moves it.

6:46 *Jackie Babler*: Because i can. I can try. Okay, so when I I went I just went to domain. com and I set up fashion. Doll Market But when I go into domain now to like locate it.

7:04 *Jackie Babler*: Like won't link to my things it won't link to my i'm like never received anything. From from them from my email.

7:10 *Jackie Babler*: So i think i might have put in the wrong email.

7:21 *Chad VanCalster*: Okay. that's interesting.

7:22 *Jackie Babler*: But yeah, i don't even know where this is going because then they're like they're gonna email me. Well, they don't have my email.

7:33 *Jackie Babler*: So i'll work on that.

7:34 *Jackie Babler*: I'll work on that.

7:35 *Chad VanCalster*: Yeah, what did you do? exactly explain it to me.

7:39 *Jackie Babler*: Okay, so i went to domain and i bought it domain.com and i bought fashion. doll market

7:46 *Chad VanCalster*: Just passion without the

7:49 *Jackie Babler*: However without the yup

7:51 *Chad VanCalster*: Okay, i like that.

7:56 *Jackie Babler*: I bought it and everything and then now that i haven't received any emails or anything and i was looking at it today to transfer it to you.

8:04 *Jackie Babler*: But it must not be under my correct email because i've never received any emails. Um or anything like that.

8:14 *Jackie Babler*: The only thing that i've ever received is like my paypal thing my paypal that i

8:20 *Jackie Babler*: Bought it. and they don't have anyone that i can

8:24 *Jackie Babler*: So i try to talk to somebody today.

8:24 *Chad VanCalster*: Mmm, interesting, okay.

8:31 *Jackie Babler*: Get it transferred. but i i mean

8:40 *Chad VanCalster*: What i like it without the thought um

8:44 *Chad VanCalster*: Well let me show you the logo, right? Restaurant with here just a second. I want to see. I just want to make sure you own the domain.

8:58 *Chad VanCalster*: So who is did you add it as a private? you have private.

9:07 *Jackie Babler*: I don't know. that's thing.

9:17 *Jackie Babler*: I was like half asleep when i bought

9:18 *Chad VanCalster*: Oh, it was registered on 326. is that

9:22 *Chad VanCalster*: Yeah. okay, then that must be you.

9:25 *Chad VanCalster*: Okay, just for future if you're working with domains, if somebody already didn't buy it. I don't I know the I get into this myself like oh somebody's gonna steal it.

9:33 *Chad VanCalster*: This is such a good idea.

9:35 *Chad VanCalster*: So he's gonna steal it. i hope i get it before somebody else does but

9:40 *Chad VanCalster*: Nobody's bought it yet. so it's the chances that they're

9:44 *Chad VanCalster*: Gonna you know, so just kind of hold off on it a bit of sometimes i've i

9:49 *Chad VanCalster*: Have hundreds of domains.

9:52 *Chad VanCalster*: And sometimes i think it's a good idea when i buy it and i just buy it

9:57 *Jackie Babler*: Yep, that's what i've been.

9:58 *Chad VanCalster*: Same thing. And and then if I just said on it, I'd be like hey, this wasn't a good idea. You know, maybe I shouldn't have paid

10:04 *Chad VanCalster*: The 10 bucks for it.

10:06 *Chad VanCalster*: 10 books are set up.

10:06 *Jackie Babler*: Yeah, well this one cost because i

10:09 *Jackie Babler*: Bought it for like two years. so this one cost like 60 bucks.

10:14 *Chad VanCalster*: Okay. yeah, not a big deal here.

10:16 *Jackie Babler*: But now i don't know how to get to

10:21 *Chad VanCalster*: That's gonna be a problem. i not gonna be able to help you with

10:22 *Jackie Babler*: Yeah, i wish i could read someone at

10:25 *Chad VanCalster*: That. unfortunately because it's gonna go

10:29 *Chad VanCalster*: To your email. He should have gotten an email when you purchased it. If not. I mean you put it under.

10:35 *Jackie Babler*: I must have the wrong email.

10:37 *Chad VanCalster*: That'd be interesting what they're gonna do with that domains are protected. Like really strongly because otherwise people could just steal domain say I'm so I own this domain.

10:44 *Jackie Babler*: Yeah. well, i have i have like the receipt that shows that i paid for it, but it

10:49 *Jackie Babler*: Doesn't show like what email?

10:56 *Chad VanCalster*: Well, it might have went under your paypal email if anything.

10:57 *Jackie Babler*: Okay. let me try that.

11:02 *Chad VanCalster*: I don't know. yeah, it's if you yeah, i'm not i couldn't tell you what you did.

11:10 *Jackie Babler*: But then i think i'd get like a

11:11 *Chad VanCalster*: Big deal because if we're gonna add the dot to it.

11:11 *Jackie Babler*: Separate email from them.

11:13 *Chad VanCalster*: Yeah, well, let's maybe it's not a

11:14 *Jackie Babler*: All well, i don't care either way it is kind of long but

11:24 *Chad VanCalster*: Like yeah, i could see it both ways. Okay. Let me show you the logo that okay. So going back to the the silhouette.

11:29 *Chad VanCalster*: I don't know where he got that one from. but i'm finding other ones like

11:41 *Chad VanCalster*: They're not trademarked or anything.

11:43 *Chad VanCalster*: Maybe that specific one is but they can't they can't trademark

11:44 *Jackie Babler*: It's the i don't know.

11:48 *Chad VanCalster*: Like a doll like any silhouette like any drawing of a person.

11:54 *Chad VanCalster*: With a ponytail they just can't do

11:58 *Chad VanCalster*: It. The problem with that line of thinking could be that doesn't mean they still can't come after you.

12:06 *Chad VanCalster*: And it's costly to just deal with it. you know, so if you want to plan it.

12:10 *Jackie Babler*: See, i already asked permission, but i never heard back from mattel.

12:15 *Chad VanCalster*: From who right that doesn't matter. it doesn't matter.

12:16 *Chad VanCalster*: They'd have to give you permission doesn't matter if he asked or what you did anything like that. They just have to say this infringes on our trademark and we're not gonna allow it.

12:29 *Chad VanCalster*: Um, like i said though the the path to that is always almost always there's they could make some claim like you made a lot of money based on their whatever come after you.

12:41 *Chad VanCalster*: They likely won't the the thing that

12:46 *Chad VanCalster*: They do as a cease and desist

12:48 *Chad VanCalster*: So your fear is that you put in a lot of money towards this and now you have to go a different route.

12:52 *Chad VanCalster*: So i don't think there's a lot of risk here because you're not going to spend a lot of money in a logo.

13:05 *Chad VanCalster*: To get a logo. um, we do. custom logos and they're very expensive because there's a lot of

13:06 *Chad VanCalster*: Um, i'll even tell you what i'm doing

13:14 *Chad VanCalster*: And to get a logo, right, you know and you can see the simplest logo and

13:22 *Chad VanCalster*: It's still cost a lot like pepsi. read they just changed their logo.

13:23 *Chad VanCalster*: It's basically the same logo. They change your logo a few years ago, and they spent millions of dollars on it.

13:32 *Chad VanCalster*: Um, so getting a logo and doing it right takes a lot of time but small

13:36 *Chad VanCalster*: Businesses don't have a lot of time and they don't have a lot of money. so we shortcuts

13:46 *Chad VanCalster*: I'm using a program. That's that's AI. Um, so it brings back. Ideas, basically and we can modify this a little bit.

13:51 *Chad VanCalster*: But it saves us a lot of time because we get a lot of options really quick without going to designer.

13:58 *Chad VanCalster*: Um, that's not what i did with your first one the first one i took your what what you sent me and then i added some text to it and you know, that was all kind of custom but didn't take a lot of time either.

14:10 *Chad VanCalster*: So being being that it's gonna cost you like 65 bucks to get this logo, you know, if we like what they do.

14:20 *Chad VanCalster*: I keep going back and forth here. Let me share my screen. And like I show you the other ones because they were pretty bad.

14:30 *Chad VanCalster*: Be the one i modified just a little bit just before our call get it there. Oh, no if you see my screen.

14:38 *Chad VanCalster*: Okay, this is it. alright.

14:42 *Jackie Babler*: Um, yeah, i can see it.

14:47 *Chad VanCalster*: Now my main point here is that this silhouette they came up with it.

14:51 *Chad VanCalster*: It's very similar to what you have. it's got to be royalties free.

14:56 *Chad VanCalster*: Otherwise, they wouldn't be able to use it.

15:00 *Jackie Babler*: Yes, i saw that one too, and i didn't like that one because i don't like the nose.

15:05 *Chad VanCalster*: Yeah, i won't get to it's only one they have so it's there's like not much more of an option, you know, and

15:07 *Chad VanCalster*: If we're gonna be picky about it, then we're gonna get into some custom work. It's gonna cost a little bit more so We can maybe look at that other logo and see that icon and see if that's actually is trademarked.

15:15 *Chad VanCalster*: I've seen it in other places, so i don't know that it is. What we can certainly check it out when we start looking at some of this stuff.

15:30 *Chad VanCalster*: It looks pretty cool. And these are kind of things that that they do for you to add. This is the color palette that I was talking about.

15:37 *Chad VanCalster*: I think that know that down a little

15:39 *Chad VanCalster*: Bit. So this is something that we could do or use pretty cheaply. I do have some other options that a little more custom That we could do and it's gonna cost a little bit more.

15:50 *Chad VanCalster*: I'm not terrible. But you know, we're talking 150 200 bucks now something around those lines and you're not guaranteed anything either, you know, you know,

16:02 *Chad VanCalster*: So if you don't like it and you know, we have to do another two 200 bucks

16:07 *Chad VanCalster*: And until we get it right so

16:10 *Chad VanCalster*: And we can get expensive pretty fast.

16:10 *Jackie Babler*: Okay, cuz i like the writing before

16:13 *Jackie Babler*: The barbie rating.

16:14 *Chad VanCalster*: yeah, and i could. i could repurpose that to.

16:19 *Jackie Babler*: Okay. but i don't i'm gonna be honest. i don't like that logo because i my

16:25 *Jackie Babler*: My friend who's a web designer sent me that too and i did not like that. That logo the nose is so sharp, and I just I I'd rather pay a little bit

16:39 *Chad VanCalster*: Okay. All right, so that we can refigure that out. I just wanted to show you that that at least that that icon and maybe we can modify it.

16:50 *Chad VanCalster*: So the nose is smaller or something, you know take what what's there?

16:53 *Jackie Babler*: And i kind of like that phil then.

16:57 *Chad VanCalster*: But it's certainly is what you

17:00 *Jackie Babler*: Like i really like this. look this one this barbie market.

17:01 *Chad VanCalster*: Yeah, i did too. yeah.

17:03 *Jackie Babler*: I really like that.

17:04 *Chad VanCalster*: Okay. i know i did too. it came out really. well. well, mostly because that icon was

17:12 *Chad VanCalster*: There and then i basically took a barbie type font. But if we're not using the word Barbie that shouldn't be a problem.

17:22 *Chad VanCalster*: It's not the barbie content. It's a Barbie like font. So you can certainly do something with that. Let me see what I can do.

17:29 *Jackie Babler*: I know it's like all over.

17:35 *Chad VanCalster*: I don't know. I don't know how I can find out if that's royalty free. I don't know where they got it from.

17:38 *Chad VanCalster*: Yes, and that's why i'm taking it's not siri right here, but they have barbie like these logos definitely are so the site isn't.

17:51 *Chad VanCalster*: And this is what i searched for.

17:52 *Jackie Babler*: Yeah, i just don't i hate the nose on

17:56 *Jackie Babler*: Yeah, that's the one with the nose.

17:57 *Chad VanCalster*: Was it is that the one is it the nose

18:03 *Chad VanCalster*: That's probably where they found it from and this is where i found the other one from

18:03 *Jackie Babler*: It does are these like can i use these other ones or no?

18:11 *Chad VanCalster*: See, i don't know. So this is Barbie Vector art, so I went when I went to the site they have Barbie stuff all over the place and I was just trademark.

18:25 *Chad VanCalster*: So i don't trust them as far as you know, just pulling it from them. And I can do this but this is giving anything either so, you know when you purchase it, they'll give you rights.

18:36 *Chad VanCalster*: I could go to adobe. Let's go daddy. Where's my Adobe? I got way too many windows open

18:47 *Jackie Babler*: Wow. oh, wow, i would go insane.

18:51 *Chad VanCalster*: And i have three three chat like sessions going to

18:53 *Chad VanCalster*: So i'll just go back to adobe. And just look up. fashion doll Um, some Barbie stuff came up here like this see and then it tells you the rights to it.

19:16 *Chad VanCalster*: So editorial only.

19:16 *Chad VanCalster*: They go into the rights. It tells me what the rights are. It's used to restrictions. So you can use this editorial use only which means you can't use it for anything commercial which would be your website

19:40 *Chad VanCalster*: So that's why i trust this because anything that comes up. Basically will tell me, you know, if it's royalty free or editorial, you know, obviously that one uses a picture.

19:52 *Chad VanCalster*: Now you're actually selling product so you're gonna have pictures like this on your site. But because you're a Marketplace, it's why Facebook can get away with it, too.

19:57 *Chad VanCalster*: It's not your you know, it's it's not against the rules. But you wouldn't be able to use this in like a logo or like your main image on a website or anything

20:16 *Chad VanCalster*: Promotional. So same thing here so this but I can't find anything. You know, if I put an icon in here it doesn't these are more images than they are vector or

20:30 *Jackie Babler*: When I try like I spent like our searching to see those trademark and it just says like a Barbie silhouette top half is is trademark but it doesn't give a picture of it and it's like are you gonna you know, like what I was thinking is maybe taking that

20:38 *Chad VanCalster*: So there's no art here. it's just images.

20:51 *Jackie Babler*: One that I sent you the original one and then like maybe you could add like a boat or hair or like, you know, because it has to be I think 10% different.

21:04 *Jackie Babler*: Like an a boulder hair like put like some earrings in her ear or you know, something like that.

21:21 *Chad VanCalster*: It's not you can't tell it's a doll.

21:23 *Chad VanCalster*: Yeah, it's interesting because it's i mean it's so universal, you know, it's a person

21:24 *Chad VanCalster*: It's just a woman so. i did a

21:33 *Jackie Babler*: Oh, you can do a google like you can do a google image search, but it's gonna it's like all over the place.

21:43 *Chad VanCalster*: Yeah, so something like like any of these they're the same a little bit too detailed, but

21:56 *Chad VanCalster*: This is from adobe stock yet. so. here we go. something like this.

22:10 *Jackie Babler*: I don't like that one.

22:12 *Chad VanCalster*: Here we too freaky. i'm here.

22:14 *Jackie Babler*: Oh there there no glock.

22:17 *Chad VanCalster*: Right here. this is the one.

22:23 *Jackie Babler*: Yeah, that's the one is just pink.

22:27 *Chad VanCalster*: All right. well, i have an account i'd have to log in.

22:36 *Jackie Babler*: See, i i have been posting like on facebook just to like let people know that i'm in the process of doing this and like that way they get

22:36 *Chad VanCalster*: Little game quick

22:48 *Jackie Babler*: But like there's so many karen's on there.

22:50 *Jackie Babler*: You can't use that and blah blah. I mean like I'm kind of glad that there but at the same time it's like you don't have to be such a nag about it.

22:58 *Jackie Babler*: Like you can be like, you know looks great, but just you know, i'd watch out for it. You know or something like that.

23:05 *Chad VanCalster*: Right. I'm gonna put this. Okay, this helps out a lot because now I feel more comfortable that that's not license.

23:18 *Jackie Babler*: Yeah. and you can change the color to pink, right?

23:18 *Jackie Babler*: Yeah, okay one second. i have to cancel something. i have to cancel this and try to

23:20 *Chad VanCalster*: More from this series. this is the exact one.

23:22 *Jackie Babler*: Cancel this amazon order because i put my local.

23:26 *Chad VanCalster*: Oh, i just did that today.

23:29 *Jackie Babler*: I put my logo. oh it already shipped s***. okay, never mind. i can't.

23:36 *Chad VanCalster*: Okay. all right. so i just and and what i did is i license it because i purchased this.

23:42 *Jackie Babler*: Okay. oh, you purchased it.

23:48 *Chad VanCalster*: Many downloads a month.

23:49 *Chad VanCalster*: So yeah. so i have an account that gives me so

23:51 *Chad VanCalster*: So if you were to come to the site and you would purchase it, it would cost you like x amount of dollars.

23:57 *Chad VanCalster*: Because i i do this so often i just have an account. where i get so many downloads per month and

24:05 *Jackie Babler*: I'm so excited that i can use this.

24:06 *Chad VanCalster*: And i don't have to pay extra for.

24:11 *Chad VanCalster*: All right, good. well, that was a good exercise. i was not what i was expecting.

24:16 *Chad VanCalster*: Okay? all right. let's move on. we have lots of talk about so.

24:19 *Chad VanCalster*: All right. Let me pull up the site then, you know that it went anywhere in too many windows on this side.

24:30 *Chad VanCalster*: So i'm going to take notes, so let's copy, right? Oh, it's right here. Okay. All right. So main section here.

24:42 *Jackie Babler*: Can you make it a little bigger just because like it's hard to read? I don't know. Maybe I oh never mind I can.

24:50 *Chad VanCalster*: Can you make it okay?

24:53 *Chad VanCalster*: This should be it's full screen for

24:56 *Jackie Babler*: Products what happened to the category part because i did like that

24:59 *Chad VanCalster*: Okay, we could that's all up for for

25:04 *Chad VanCalster*: I don't know where to start. do you want to start with the menu?

25:07 *Chad VanCalster*: Okay. and i guess let me i have to i have another whole screen here. so bear with me.

25:18 *Chad VanCalster*: I have to pull up the notes that i'm not. i did. okay, i'll just start from scratch. all right.

25:42 *Chad VanCalster*: Okay, wait what hold on? i'm gonna write that down.

25:43 *Jackie Babler*: I like the colors and everything. Like there's definitely stuff like Trend 2024 fashion doll like save up to 40% I want it to see a place to buy.

25:43 *Chad VanCalster*: So i don't know.

25:45 *Chad VanCalster*: Want to get too far ahead. if i don't write it down it gets forgotten.

25:58 *Chad VanCalster*: I guess i didn't create this.

26:06 *Jackie Babler*: So yeah, i like the writing and everything for the barbie market. Just just change it to the faster. fashion doll Market

26:13 *Chad VanCalster*: Okay, the fashion doll market.

26:17 *Chad VanCalster*: All right can do that fashion doll in? in the pink

26:23 *Chad VanCalster*: It's gonna get kind of long.

26:25 *Chad VanCalster*: Maybe we just don't do it as big. okay, i'll play around with it.

26:33 *Jackie Babler*: And then on the front page like where it says drop trend 2024. i want to put a place.

26:48 *Jackie Babler*: To buy sell discuss and love fashion dolls and that's basically what i want. I want it to be a combination of Facebook.

26:59 Jackie Babler: And ebay

27:05 Chad VanCalster: All right. So is are we just gonna have one slide there or do you want? a second or third slide obviously, we're gonna use different images here, but

27:20 Chad VanCalster: Unless you like to get

27:23 Chad VanCalster: These are just random great.

27:24 Chad VanCalster: Okay, just very very random.

27:25 Jackie Babler: No, i don't like yeah.

27:26 Jackie Babler: No, i'd want it to be like more like

27:27 Jackie Babler: No, i'd want it to be like more like dolls and do i need permission for everything? Yeah, I probably do.

27:31 Chad VanCalster: Yes, so that's where i'm saying.

27:33 Chad VanCalster: Like, you know if they're barbie dolls. You're not gonna be able to use them there you can use them because you're selling them on the site, but you won't be able to use them, you know, so that's this would be a good place to go.

27:47 Chad VanCalster: There's a few rules around it just because the texture so in these cases the text is black and we're using oh

27:57 Chad VanCalster: All light background.

27:59 Chad VanCalster: Now we can change the text to white and use a dark black girl. That's fine. It's gonna really change the color of the website here.

28:07 Chad VanCalster: I probably prefer i like the white. I don't think you're gonna like a black dark color here.

28:15 Chad VanCalster: So you need to find something similar

28:15 Jackie Babler: No, i want to hear.

28:17 Chad VanCalster: To these where it's very white or light colored in the background.

28:24 Chad VanCalster: You know, so like this obviously wouldn't work.

28:28 *Chad VanCalster*: This one won't work. Either be well, maybe this would it's a little bit dark but not you know. These are really bad examples.

28:40 *Chad VanCalster*: So but you know like this one would work because you could put black on the background things like that.

28:48 *Chad VanCalster*: Okay, this one would work. We'd probably flip it so that the person would be on the right hand side. I don't know if you can see my mouse

28:54 *Chad VanCalster*: Where i'm pointing.

28:55 *Jackie Babler*: Okay, so it's not as simple as just

28:57 *Jackie Babler*: Like copying an image and pasting like over the disney princess.

29:04 *Chad VanCalster*: Correct. yeah, because you can see how this changes it a little bit, you know, it still works.

29:10 *Chad VanCalster*: But if like this one doesn't work as good because now you can see it's harder to read the words. Because there's a little bit too much color in the in the background.

29:20 *Chad VanCalster*: You know, so if we have something on the right hand side and it's all white on this side. That's perfect.

29:26 *Chad VanCalster*: This one gets a little bit. But still works.

29:32 *Jackie Babler*: Can i use like my picture?

29:34 *Jackie Babler*: That i took of a color magic doll.

29:38 *Chad VanCalster*: Remember the color magic doll would be.

29:41 *Jackie Babler*: But it wouldn't be the logo.

29:43 *Chad VanCalster*: Protected no, it's still protected.

29:46 *Chad VanCalster*: I it's but that's that's something that's easy to fix though. I mean I would maybe use it for now. if you want to and they just change it out because we're just changing out the background.

29:57 *Jackie Babler*: Yeah, i don't even know if it worked

29:58 *Chad VanCalster*: But whatever and you're gonna change

29:59 *Chad VanCalster*: These you're gonna change these all the time.

30:03 *Chad VanCalster*: These are one of the things that you change on a regular basis, you know, based on what you're selling.

30:06 *Chad VanCalster*: What's new if you want to promote

30:10 *Chad VanCalster*: Like a category or something like that.

30:12 *Chad VanCalster*: You just do that. So that's not a big deal if they would come and say hey, you can't use that image there.

30:18 *Chad VanCalster*: You say okay, i will switch it out.

30:23 *Chad VanCalster*: You know versus spending a lot of time and money on a logo, you know where you don't change and and you're

30:28 *Chad VanCalster*: Using your local everywhere.

30:31 *Chad VanCalster*: So it's kind of a really pain to to change it. this is just in one spot not a big deal.

30:37 *Chad VanCalster*: But yeah, you can see like if we were to take this image with this girl on it, we'd probably move her to the right more and have white space up

30:44 *Chad VanCalster*: Left or something and make that work

30:46 *Chad VanCalster*: And you can see a blood into the into the menu up here too made that

30:52 *Chad VanCalster*: Hard to see as well. So there is a way to manage that too. If we wanted to put the image below that and would just be always white at the top we could do you wanted to

31:04 *Chad VanCalster*: So depending on what images you choose we might have to change that.

31:07 *Jackie Babler*: Okay. can you send me or did you send me that already right the adobe?

31:13 *Chad VanCalster*: I did send you that link. i'm writing notes here.

31:18 *Chad VanCalster*: And like a to-do list, so what i'm going to do is add a to-do list for you to find. Images for and I call this to Hero image.

31:29 *Chad VanCalster*: I don't just call it. Everybody calls it here on which but everybody in my industry calls it here image.

31:38 *Chad VanCalster*: So because it's the main thing you see it's the hero of the website. So when I refer to Hero image, I mean the main image slider.

31:53 *Chad VanCalster*: And i was going to slider and then

31:53 *Jackie Babler*: Yeah, if you want to send me that i

31:54 *Chad VanCalster*: I'll put a link.

31:55 *Jackie Babler*: Can look through and then i can like try to pick one out.

32:00 *Chad VanCalster*: Yeah, and if you just want one, that's fine. If you want three of them, that's fine or five. I won't go more than five.

32:06 *Chad VanCalster*: But

32:09 *Chad VanCalster*: One to five is good.

32:14 *Jackie Babler*: Okay. where it switches then okay.

32:16 *Chad VanCalster*: Yep, and then it switches automatically. and then you can also go you can also

32:21 *Chad VanCalster*: Click right or left. okay.

32:28 *Jackie Babler*: So then you're gonna add those categories in the bottom. like it works.

32:32 *Chad VanCalster*: Um, yeah, let's before we get to that

32:35 *Chad VanCalster*: Let's get let's go through the menu because i think that might kind of trigger what comes next.

32:42 *Chad VanCalster*: A place to buy sell discuss and love fashion dolls going here, okay. Okay menu almost. All right, obviously.

33:15 *Chad VanCalster*: Products next or you think of something else

33:20 *Jackie Babler*: Um, well at the bottom there was those categories that their circle. yeah like those

33:27 *Jackie Babler*: I wanted to be the other categories that i sent you.

33:34 *Chad VanCalster*: Okay. Um, you just want those across the top or do you want categories and look at drop down? with the categories in it

33:45 *Chad VanCalster*: Because if you go across as you add more categories, it starts to get really big a tool.

33:51 *Chad VanCalster*: You're gonna run out of space.

33:51 *Jackie Babler*: Okay, let's just do. Let's do why don't we do instead of products do like dolls or something doll and doll fashions.

34:07 *Jackie Babler*: And then we can just do a drop-down of those categories.

34:11 *Chad VanCalster*: Yeah, and what were the categories again? well, you don't okay over the categories.

34:23 *Jackie Babler*: Let me go back. okay, i need to move you.

34:25 *Chad VanCalster*: Yeah, right. do you use google? i think google drive and stuff or

34:32 *Jackie Babler*: Mmm, i don't do that stuff.

34:35 *Chad VanCalster*: Okay. I'm wondering how we can best communicate your ideas. because what happens if you start just throwing them in in like a the messenger

34:49 *Chad VanCalster*: They'll get lost for sure.

34:54 *Chad VanCalster*: But then they'll just kind of disappear. so i want to kind of organize thoughts and

34:59 *Chad VanCalster*: Go through things, you know one by one.

35:03 *Chad VanCalster*: Um, so it might work best for you. Then just store them in notes or something. Then we have meetings and stuff you can.

35:09 *Chad VanCalster*: Just bring them up.

35:12 *Chad VanCalster*: And i think we'll have more frequent meetings now and probably once a week would be good. Where we can start I can start working on some of this stuff and then you know show you what the progress was and then you can start to correct us.

35:27 *Chad VanCalster*: Like right now we we've kind of went without any direction, you know, just what you told me from the very beginning kind of what you want.

35:37 *Chad VanCalster*: So now it's very directive like no we want this we want this and then we start doing exactly what you want.

35:39 *Chad VanCalster*: So this is kind of done as a visual

35:46 *Chad VanCalster*: So you can get started and collect

35:49 *Chad VanCalster*: Individualizing. Yes. And then we'll start getting more granular with what we talk about. Like we'll have a meeting on like this subject.

35:54 *Chad VanCalster*: Your thoughts because if we just give you a blank slate you it's hard for

35:55 *Jackie Babler*: Yeah, i have no idea what to do.

35:58 *Chad VanCalster*: And we'll just talk about that.

36:03 *Chad VanCalster*: And then you can come prepared like this is what i want.

36:07 *Jackie Babler*: Yeah. so for the categories, though. there's gonna be ten categories.

36:14 *Jackie Babler*: First one's gonna be barbie

36:21 *Jackie Babler*: That can one is gonna be brats. b r a t z

36:27 *Jackie Babler*: Monster high, it's gonna be the third one.

36:45 *Jackie Babler*: And then little kiddles. it's l i d d l e. k i d d l e s

36:57 *Chad VanCalster*: Okay, i'll look at the spilling after i did not get there, right?

37:01 *Jackie Babler*: And then the sixth one is dawn d a w n

37:08 *Jackie Babler*: And then american girl.

37:13 *Chad VanCalster*: That one i know.

37:15 *Jackie Babler*: And then i think it's blight b l y t h e it's really popular and like japan right now, but i think it's might come over here.

37:46 *Jackie Babler*: And then build lily b i l d l i l l i and bliff is blythe. and then other

37:46 *Chad VanCalster*: Okay. so these are all brands, right?

37:52 *Chad VanCalster*: And and there's different ways to think about. How you categorize things? So categories things can be in multiple categories.

38:03 *Chad VanCalster*: Okay. So this is a brand category. You might have another category you have clothing and Dolls, right?

38:12 *Chad VanCalster*: So those are two other categories.

38:14 *Jackie Babler*: Yeah, i think i'm just gonna put them all under one. And then what they can do is they can click on the category and then search

38:27 *Chad VanCalster*: Might come to the site. So they might be looking for clothes. There might be looking for a brand or there might be looking for dolls.

38:29 *Chad VanCalster*: Okay, i'm thinking about how a person

38:29 *Jackie Babler*: That because i was i was thinking about

38:33 *Jackie Babler*: They're gonna be looking for like barbie like when i whenever i type in like whenever i do my searches, i do vintage barbie and then i just look at everything.

38:45 *Jackie Babler*: But if i'm looking for something specific then i'll go to vintage, you know, like vintage barbie number nine nine one and i'll type in more so i'm hoping to have like a shirt thing for

38:57 *Jackie Babler*: Each one of these. We can leave them. I mean when someone sets up. their profile and then is like setting up their post of like what they're selling.

39:11 *Jackie Babler*: They'll have to select one of these categories then of like where what they're gonna put it in and i don't want it to be too difficult where

39:18 *Jackie Babler*: They're like, okay, you have to put in barbie and then you have to put it into like vintage barbie because i thought about that what happens?

39:28 *Chad VanCalster*: They comment they come in both places those. I'm trying to make this easier for the user to find things based on what

39:32 *Chad VanCalster*: They're interests are. So what you just told me that there's Brands and then there's vintage. I'm sure modern or what have you.

39:42 *Chad VanCalster*: We'll call that.

39:42 *Jackie Babler*: Yeah, but i i think just want to

39:44 *Jackie Babler*: Leave i don't want to do sub categories. I just want to because I was gonna do it but there's so many that I think I'll just get confusing.

39:52 *Jackie Babler*: So i'd rather just do like ebay where you just do barbie and then you like just look through it all or you can like type in search.

40:01 *Jackie Babler*: Type in what you specifically want

40:03 *Chad VanCalster*: Yes, but we still in order to get that search to work properly. We still have to have all these in the back end.

40:09 *Chad VanCalster*: So we have to kind of say what gives whoever's selling the product. To give you enough information so that when somebody is searching for something they can find it.

40:23 *Chad VanCalster*: Right. well, it doesn't all have to be in the title. it might not be.

40:23 *Jackie Babler*: Yeah, they would put that in the title.

40:28 *Chad VanCalster*: I would certainly not do it that way. I would give them as many categories as you can if you as you want or as you can and let them put it into categories.

40:39 *Chad VanCalster*: So there's different ways to think about it. There's like a main category like a primary category and I think that's how you're visualizing it, but things can be in multiple categories and when it comes to search the best way to do that is allow them to put them into all these subcategories and and then when they search for it, it's findable.

40:57 *Jackie Babler*: Like like what do you mean by they could be in multiple categories?

41:03 *Chad VanCalster*: Um, okay, so this is how let me bring this over so you can see it. This is how it is in my notes. So right now we have a brand category and you have all these all right.

41:14 *Chad VanCalster*: And i started the right something here decade. Or something of that nature. I'm not sure how to wear this yet.

41:24 *Chad VanCalster*: Okay. era, maybe era or i'll find a word for that. but then you have vintage

41:34 *Jackie Babler*: See, i i think people just more look

41:36 *Jackie Babler*: At like oh, i want to see what all barbie stuff is out there.

41:38 *Jackie Babler*: I want to see what all brat stuff is out there.

41:39 *Chad VanCalster*: Right, right and you can and you can

41:41 *Chad VanCalster*: Totally do that, right so i can search i can. On the menu now under Brands I can just look up Barbie and I find all the Barbie stuff.

41:50 *Chad VanCalster*: And then on the left-hand column i can filter that. However, I want to

41:56 *Chad VanCalster*: To different to insert the filter it down as i want to but i'm still in the barbie category. But if I wanted to start a vintage, I don't care which brand it is.

42:04 *Chad VanCalster*: I want to start a vintage. I'm just gonna look at that. I'm gonna look at all the Vintage stuff.

42:10 *Jackie Babler*: Oh see, i think people shop more like they go just a barbie just a bratz. just a monster high.

42:16 *Chad VanCalster*: They then they very well might but you're giving the mother options. You know based on whatever however they want to shop.

42:24 *Chad VanCalster*: So what would be another category is dolls?

42:31 *Jackie Babler*: I think i i thought about this a lot and i like i had a broken down barbie and then vintage mod, you know stuff like that, but i think people just want to like go in and look at all barbie stuff.

42:42 *Jackie Babler*: But then if they want if they're looking for a specific thing, then they'll type in that specific thing.

42:51 *Chad VanCalster*: Yeah, and they can still do that. they can certainly still do that.

43:00 *Jackie Babler*: And it's little I i d d.

43:04 *Chad VanCalster*: I think that's gonna look at.

43:06 *Jackie Babler*: Yeah, I-e, okay.

43:10 *Chad VanCalster*: yeah, so i mean there's been i mean this is something i've been doing for 20 years. i've

43:15 *Chad VanCalster*: Follow trends and how people shop especially, you know, e-commerce space and

43:22 *Chad VanCalster*: People want to be able to find things and be able to find things as easy as possible and everybody has a different way of doing it.

43:31 *Chad VanCalster*: And i'll be able to put this together in a way that people.

43:31 *Jackie Babler*: But honestly, i think people look by

43:34 *Jackie Babler*: Barbie or they look at like a specific item where you'd have to type it in.

43:45 *Chad VanCalster*: Correct, but you still.

43:45 *Jackie Babler*: Separate. I mean I could do a Barbie one, but I don't even know how you do like Bratz Monster High rainbow high.

43:46 *Jackie Babler*: Because i don't even know how you'd

43:50 *Jackie Babler*: I don't have like i don't have enough knowledge behind them to like do categories.

44:00 *Chad VanCalster*: Oh, i'm not sure what you mean

44:02 *Chad VanCalster*: Because you said that you want wanted these categories.

44:02 *Jackie Babler*: I don't have enough.

44:05 *Jackie Babler*: Yeah, i want those categories, but i don't have enough knowledge to make like subcategories. Behind like Monster High or rainbow high.

44:16 *Chad VanCalster*: Right. you don't need any subcategories. the categories are vintage modern.

44:23 *Chad VanCalster*: Dolls, so if i'm doing if i'm doing a

44:25 *Chad VanCalster*: Bratz doll. okay, and i come to your site and i'm a seller and i'm adding my my doll.

44:31 *Chad VanCalster*: It's a bratz doll.

44:33 *Chad VanCalster*: I put it on there. It's a modern one. It's in one of the newer ones. So I add modern. I add dial. And I add brats as my categories.

44:44 *Jackie Babler*: I get it what you mean?

44:45 *Chad VanCalster*: Okay, so now it's in all those categories. so it doesn't matter.

44:50 *Chad VanCalster*: If so, and then then me as a consumer. So now I just change. I'm no longer the seller. I'm just a consumer.

44:55 *Chad VanCalster*: And i'm looking i'm looking for any vintage style.

45:00 *Chad VanCalster*: Um because that's my interest. So I come to site. I select vintage I go in and I'll see everything that's in there.

45:08 *Chad VanCalster*: Now i won't see the bratz doll because i'm interested in a bit vintage.

45:14 *Chad VanCalster*: Um, but perhaps maybe i changed my mind. I'm looking for some Modern dolls now. I'll see the Bratz doll in there because it matches that.

45:21 *Chad VanCalster*: It's it's a way remember this is all computer systems. So when somebody's looking for you

45:28 *Chad VanCalster*: Can't read their mind you have to have enough information in there so that it matches information that the person's looking for.

45:36 *Chad VanCalster*: Now there were to do a search for rats. Right, that'll come up because it's category. It doesn't matter what the title how they titled it.

45:47 *Chad VanCalster*: You know, it'll also look in the title. So they put it in there. It'll it'll be there but it'll also look at the categories so that it

45:54 *Chad VanCalster*: Matches matches that as well. So that way if somebody makes a mistake and has a Bratz doll, but forgets to put brats in the title, but they put it in the category.

46:02 *Chad VanCalster*: It's still going to show up in search. You're not gonna forget. So even Facebook does that when you when you add stuff, you know, what different categories that it's in so that it can match that up with

46:14 *Chad VanCalster*: Whatever somebody's looking for.

46:16 *Jackie Babler*: Okay, okay, we can leave it like this then.

46:20 *Chad VanCalster*: Okay. So dialysis just be a category there would be no subcategory to it fashion. Same thing. You could break this down into shirts dresses or something like that if you

46:30 *Chad VanCalster*: Wanted to i probably won't get that granular either. But certainly and then we can set up the categories, you know, and we can do this right on the top then.

46:39 *Chad VanCalster*: You know, so those are the categories

46:43 *Chad VanCalster*: Are categories, but the the menu will say brands.

46:48 Jackie Babler: Or can it say fashion dolls? or no, it's probably better just the same brands.

46:53 Chad VanCalster: Yeah, i would say brands because that's the brands. Um, actually you can say buy brand. And the down the drop down will be this.

47:04 Chad VanCalster: By decade what's the word for that? Why can't I think of a word? era

47:19 Chad VanCalster: Second there and then dolls fashion something like that.

47:36 Jackie Babler: Okay, that's good.

47:37 Chad VanCalster: And then the next one will go back to the with the silver. i know it's um, are you gonna do a blog?

47:49 Jackie Babler: Um, i'd rather instead of do a blog like have something where people can share their collections like share pictures of their collections

48:01 Chad VanCalster: That's gonna be a little dangerous.

48:05 Jackie Babler: But i would have to prove it first.

48:11 Chad VanCalster: Yeah. So we do that I'm not saying it's impossible. So so this is the thing. I just want to get into.

48:18 Chad VanCalster: Is we quoted the site based on what we assumed you would do right and it's technically a per hour contract.

48:25 Chad VanCalster: So we every hour is being locked. I'll send you a report of what we spent so far. It's not crazy.

48:33 Chad VanCalster: Um so anything that we start to get otoscope or what we thought is going to start to cost you extra at the end of the project.

48:39 Chad VanCalster: So i just want to make sure we don't get into something where like you owe thousands of dollars at the end of the project.

48:46 Chad VanCalster: So this is something that we didn't think about. Certainly can be done. Maybe we do it last and see if we have time left to do it the way you want to.

48:59 Chad VanCalster: But they would have to do that to be part of the section where they log in and if they're logged in they could add images and stuff like that to this and then would have to go through, you know, email you that something new came in so you can approve it once approved.

49:13 *Chad VanCalster*: It can go to the website is how that

49:19 *Chad VanCalster*: Work. okay. so what do you want to call that section put some notes here?

49:24 *Jackie Babler*: Like instead of blog like share your collection or

49:28 *Chad VanCalster*: Well, it'd be a list of collections,

49:28 *Jackie Babler*: Because i think i think what people

49:30 *Jackie Babler*: What's really gonna drive people to this is like, oh, I'm gonna go to it. It's because I kind of want to that Facebook world, but then the eBay world So if you go to that that way people love sharing their collections if they know it's not like on the

49:42 *Chad VanCalster*: Yeah. no, i think it's i think it's a great

49:44 *Chad VanCalster*: Idea. Don't get me wrong. Yeah, I think it's because people will share it with their friends. And now their friends are coming to your website to see their collection,

49:54 *Chad VanCalster*: You know, and and now your website just getting more traffic. so i love the idea.

49:58 *Chad VanCalster*: I think you're on the right track. It'll be a matter of timing or whatnot. But share your collection would be when you get to the page, you know, so you'll see all these collections there.

50:10 *Chad VanCalster*: And there'll be a button there something that says share your collection and then it'll give them the options to do that.

50:15 *Chad VanCalster*: You'd have to sign up and all that kind of stuff to make sure they can

50:25 *Chad VanCalster*: Do you? like it'd be like customer. i don't like the word customer. i don't know.

50:38 *Chad VanCalster*: Yes instead of the word blog.

50:39 *Jackie Babler*: Like instead of blog are you thinking?

50:42 *Jackie Babler*: Could you just type in like share your collection? or like collections or like

50:47 *Chad VanCalster*: Right. Well once you can say collections, I don't know if that means the same to everybody though. your collections

51:02 *Chad VanCalster*: User collections

51:06 *Jackie Babler*: Doll collections yeah, what about does doll collections?

51:15 *Chad VanCalster*: I'm okay with it.

51:18 *Jackie Babler*: Because nobody's gonna show their collections of like shirts or like stuff like that. It's gonna be all their dolls and

51:23 *Jackie Babler*: Then people have like barbie rooms and like you know stuff like that are like they'll have like a rainbow high room and people just love like sharing their you know what they have because that's what they work for.

51:35 *Jackie Babler*: That's the whole point of that is to build a collection.

51:40 *Chad VanCalster*: Customer collections it has to be as like it's their collection, you know your collections.

51:52 *Jackie Babler*: So you can't put share your

51:53 *Chad VanCalster*: Collections of our

51:54 *Jackie Babler*: Collections like share your collections. Oh, I'll click on it. I'm going to see everybody else's Collections and then I can decide if

51:58 *Chad VanCalster*: You know because that means that

52:00 *Chad VanCalster*: Means i'm gonna share a collection

52:02 *Chad VanCalster*: Like that's an action.

52:03 *Jackie Babler*: Yeah, i get what you mean.

52:05 *Chad VanCalster*: So i want to i want to take them to a page that they see the collections and then on that page share your collection.

52:10 *Chad VanCalster*: This is how you can also contribute.

52:19 *Chad VanCalster*: Customer collections. i don't know if i love that.

52:22 *Jackie Babler*: Well, we can think about that.

52:29 *Jackie Babler*: Can it be like doll collections?

52:34 *Chad VanCalster*: Um, it can be it just doesn't say it's for the cut like the users of the website.

52:38 *Jackie Babler*: Yeah, but i think when they click on it, then they're gonna realize oh, it's everybody's like everybody's posting their collections.

52:44 *Chad VanCalster*: Yeah, they have to click on it and people don't like to don't typically click on things.

52:50 *Chad VanCalster*: Let's say know what it means, you know, otherwise, maybe randomly they would. Like Facebook use the wall.

53:00 *Chad VanCalster*: Originally for they just called it the wall.

53:05 *Jackie Babler*: Yeah, we could do that.

53:10 *Chad VanCalster*: I'm that's idea. we've had so far.

53:14 *Chad VanCalster*: The doll wall. i do like that or just call it all.

53:22 *Chad VanCalster*: I like that. okay.

53:26 *Jackie Babler*: And then like i'm hoping to have that that part be like where people can you know. Discuss Barbie or kind of be like more of like a Facebook.

53:47 *Chad VanCalster*: Yeah. could be i'm just trying to again cost. there's there's a difference between

53:52 *Jackie Babler*: What's gonna cost?

53:52 *Chad VanCalster*: Can we under this budget? that's there's two different things

53:58 *Chad VanCalster*: There. um, let me think that's true. we're kind of tabling this anyway.

54:04 *Chad VanCalster*: well to see kind of where we're at

54:06 *Chad VanCalster*: With budget. Well, you're gonna have lots of things once we get in here. like other things you want to change so

54:14 *Chad VanCalster*: All right, so we'll do that doll wall. i like that idea.

54:19 *Chad VanCalster*: And then contact we do need to have that.

54:23 *Chad VanCalster*: And sign in and register. yes.

54:27 *Chad VanCalster*: Okay. was there anything else in the menu that you were thinking?

54:33 *Jackie Babler*: Um, i don't know here are some ideas that i had. Okay. So, I don't know. This will probably be a lot too.

54:40 *Jackie Babler*: I don't know. If you want to look like if someone wants to have a claim sale. So like another menu could be claimed sales and then what people basically do.

54:55 *Jackie Babler*: It's it's often done on facebook. So they'll come up like for example, I'll write a whole blog and I'll put like I'll put something like, you know claim sale at 6 PM Central Standard Time first to claim it gets it.

55:11 *Jackie Babler*: And then basically the person just post pictures within that under comments. of this might be way too difficult.

55:23 *Jackie Babler*: Just let me just stop me to.

55:25 *Chad VanCalster*: It might be. yeah.

55:26 *Jackie Babler*: Well, okay, so then you put in like under comments you put in each thing that that you want. And then or each thing that you have so instead of listing it because like a lot of people have like like to list something like on a website like for a shirt that's only like five dollars takes a lot of time.

55:41 *Jackie Babler*: So people have claim sales. Well those sell like a bunch of stuff. like within one poll

55:51 *Chad VanCalster*: Okay, like a lot of a lot of items. i don't mean like a lot like a bunch.

55:56 *Jackie Babler*: Yeah, but the post it. Yeah, though, they won't put it together as a lot. They'll separate it out. But it's just like shirt.

56:04 *Jackie Babler*: Five dollars, you know, you don't have to go into as much detail.

56:13 *Jackie Babler*: And then i'll just take a percentage of that of their their final whatever they make i'll take a percentage of that, but i don't know how to do that.

56:21 *Jackie Babler*: I don't know if that's even possible or if it's way too.

56:26 *Chad VanCalster*: Yeah. I would say get this done first thing rolling and then come up and then use ideas like that to add value to it.

56:34 *Chad VanCalster*: You know once you have an audience because now we're releasing this, you

56:38 *Chad VanCalster*: Know, rather than everything at once

56:40 *Chad VanCalster*: Remember facebook started as for something very simple and it's you know, 10 15 years later. They're now it's something wait, you know more in depth.

56:49 *Chad VanCalster*: So look at it that way like let's just kick this off and then we'll start adding ideas to it to help sell more, you know.

56:57 *Jackie Babler*: Okay, that sounds good. um For sign and register. I really really really want to get rid of scammers.

57:08 *Jackie Babler*: So

57:10 *Jackie Babler*: I don't know if you saw me.

57:11 *Chad VanCalster*: Yeah, we have like i don't know what

57:12 *Chad VanCalster*: You mean by scammers somebody that's trying to sell something.

57:15 *Jackie Babler*: Yeah, and they're not really late. they don't really have it like they

57:18 *Chad VanCalster*: Yeah, that not everybody's getting

57:19 *Chad VanCalster*: Not everybody is going to be able to come to the site and just sign up and start selling.

57:24 *Chad VanCalster*: So that there's a process to it and one is to get their bank account and all that set up with you.

57:31 *Chad VanCalster*: So that's gonna we don't 99% of them. you know just the process to go through.

57:42 *Chad VanCalster*: Because you're doing this is different than what how facebook works facebook doesn't take a percentage of anything.

57:47 *Chad VanCalster*: So it's pretty easy for them to just you know, and everything's done offsite anyway.

57:54 *Chad VanCalster*: But you're collecting the money and then you're taking a portion of it and then giving a portion of it right away to.

58:01 *Chad VanCalster*: Whoever selling it.

58:03 *Chad VanCalster*: So they have they have to register their business and bank account and all that stuff with with stripe.

58:12 *Chad VanCalster*: And stripes going to weed out all the bad people that most most of the bad people ran away. They're not gonna have count.

58:17 *Chad VanCalster*: They're not going to go through that process, you know for being that you

58:21 *Chad VanCalster*: Have a process to register.

58:23 *Chad VanCalster*: Is going to we don't most people anyway.

58:26 *Jackie Babler*: Okay. okay, that's fine.

58:26 *Chad VanCalster*: And then you'll have the ability then you'll have the ability to kick people off if there's anything you know shady thing and then they won't

58:33 *Chad VanCalster*: Ever build and come back.

58:34 *Jackie Babler*: Yeah, so i want to be able to review every buddy before they pull.

58:39 *Chad VanCalster*: Yep, and that's what you'll be able to do through this process. So the register you'll get an email.

58:44 *Chad VanCalster*: You're gonna send them. You have to go into stripe then and send them. A link to connect to create a connect account.

58:55 *Jackie Babler*: Okay. does it manually automatically do or do i have to like

58:58 *Chad VanCalster*: You'll have to do it manual. so that'd be your manual process to

59:01 *Chad VanCalster*: Validate people.

59:04 *Chad VanCalster*: That'll be part of the process there. And then they'll get signed up and then they'll be then it'll be ready to go once they're signed up.

59:19 *Jackie Babler*: Um and then like i just want like i i think when we go in and you go into register, like, you know, i don't know what information you all have for that but like it has to be related to a doll.

59:24 *Jackie Babler*: So like if somebody posts some like i don't want to have to go through and approve every single post once i approve them as a seller.

59:37 *Jackie Babler*: But like i will be going through and like making sure it's all related to dolls or you know stuff like that

59:45 *Jackie Babler*: Like people like for example somebody this is what happens on ebay all the time the list something as a number five ponytail when really it's a number three ponytail and the public doesn't have enough knowledge to know that it's a number five and not really a number three.

59:59 *Jackie Babler*: So like i want to be able to like i'll probably go like go through the search or go through the new items and then if i see something like that, i'll just kick back the if i can kick back like the the post and say, you know, please correct this.

1:00:22 *Chad VanCalster*: Yeah, you're likely just email them and say hey, you have to correct this and then but turn it off. So you have the ability to turn off items?

1:00:33 *Chad VanCalster*: Threading a note

1:00:47 *Jackie Babler*: But like if somebody if somebody posts like let's say they post a wakeboard. I don't know. It's the first thing that came in my mind and instead of a doll.

1:00:55 *Jackie Babler*: I'm gonna i want to have it like the post must be related to doll. Otherwise you get too straight like if they try it two times.

1:01:05 *Jackie Babler*: If they do it two times and then the like i sent him a warning and like they'll get too warnings before i remove them from the

1:01:14 *Chad VanCalster*: Yeah that this is something you should start. Maybe this is something you talk to a lawyer about but here's your terms of service.

1:01:22 *Chad VanCalster*: I would list all that stuff all of your rules about. you know all that kind of stuff.

1:01:28 *Chad VanCalster*: So that's something i'm gonna put that in your your notes here to do. terms of service

1:01:39 *Chad VanCalster*: Right down all the rules and maybe maybe have a i don't know if we really need to but maybe have a an attorney look at it and just rewrite it and attorney format.

1:01:49 *Chad VanCalster*: But right now all the rules.

1:01:52 *Jackie Babler*: Like there's gonna be a lot of rules.

1:01:53 *Chad VanCalster*: And then when they when they register that they're gonna have a checkbox that says i agree that's terms of service.

1:02:00 *Chad VanCalster*: You know and then you're going to be able to remind them on the rules, you know, and then and do your own thing and

1:02:09 *Chad VanCalster*: And lock, you know lock them out if if they're not. abiding by the terms of service.

1:02:14 *Jackie Babler*: Okay. okay, perfect.

1:02:16 *Chad VanCalster*: So right down all the rules. So yeah, this will be one of your tasks here to create this terms of service.

1:02:24 *Chad VanCalster*: Bill, which is basically the website.

1:02:27 *Jackie Babler*: Okay, i kind of have stuff like i have like sellers. Please make sure to give a detailed description of item because honest as you can I don't know if you saw that where I put on my Facebook page.

1:02:39 *Jackie Babler*: So that's kind of the rules, but i'm still gonna add like, you know, you get two strikes and then you're you're moved we need, you know, i need to say that you sellers pay 10% seller fees and then buyers was a 2.

1:02:47 *Jackie Babler*: 9%

1:02:59 *Chad VanCalster*: That's what spread charges.

1:03:03 *Chad VanCalster*: Yeah. i don't know if you have to put that in there.

1:03:07 *Chad VanCalster*: What are you charging them?

1:03:09 *Jackie Babler*: 10% for seller fees

1:03:12 *Chad VanCalster*: Okay, and then you could just say it's 12. 9% then that's what you're gonna keep within stripe is gonna take 2.

1:03:18 *Chad VanCalster*: 9 from you. So your profit will be

1:03:21 *Jackie Babler*: Well, there's a seller will only be charged 10% the buyers gonna be charged. 2. 9% So I don't want them to think

1:03:32 *Jackie Babler*: That and be like, oh the i'm gonna it's just like ebay where they take that 13% like ebay takes 13% it's so close that i want it to just be the you know, seller pace 20% 10% and then fire pays 2.

1:03:48 *Chad VanCalster*: Okay, there's a 30 cent charging with you. just one time 30 cent preached new choice

1:03:56 *Chad VanCalster*: And that's what straight charges. So the the buyers paying that you want to charge the 30 to 30 cents to to the buyer.

1:04:08 *Chad VanCalster*: But send plus 30 cents

1:04:11 *Jackie Babler*: Is it 30 cents for each purchase?

1:04:26 *Chad VanCalster*: And then 10% will call application fee.

1:04:29 *Chad VanCalster*: Solar fee, okay.

1:04:29 *Jackie Babler*: Yeah, that's how they do it on like. That's what they do on eBay and auctions and stuff like that. It's a seller fee.

1:04:37 *Chad VanCalster*: Okay, and then seller keeps 90%

1:04:49 *Jackie Babler*: And then we have to say that.

1:04:49 *Chad VanCalster*: Yep, you know that want that all worded in here as well.

1:04:53 *Chad VanCalster*: You'll definitely want that all worded in the terms of services as well.

1:04:58 *Chad VanCalster*: But we'll have to add those rules.

1:05:02 *Jackie Babler*: And then we have to put in there that you must. include shipping with price of product I someday eventually want to get it to International.

1:05:28 *Jackie Babler*: But i know that like just to get it going.

1:05:32 *Chad VanCalster*: Yeah, international might be tough with languages and stuff in different. different

1:05:39 *Jackie Babler*: Yeah, you'd be surprised though.

1:05:40 *Chad VanCalster*: Units dollar units

1:05:40 *Jackie Babler*: How many people speak english?

1:05:45 *Chad VanCalster*: Yeah, or they translate it.

1:05:49 *Jackie Babler*: Cuz like bliss and stuff like that. Those are more like an international doll. but I know right now to begin with we're doing where you have to like include shipping with the price of the product.

1:06:01 *Jackie Babler*: And they'll be too hard to do

1:06:02 *Chad VanCalster*: And that would work that would work

1:06:03 *Chad VanCalster*: Internationally then because we don't care. if the seller shipping it how much

1:06:10 *Jackie Babler*: Yeah, but the seller is not going to

1:06:11 *Jackie Babler*: Want to like for example, they're gonna look at a doll and they'd be like, okay. It's about \$10 to ship a doll.

1:06:17 *Jackie Babler*: But then if they out they end up selling it to somebody in like australia, then the shipping can go up to like

1:06:25 *Chad VanCalster*: But that's your problem that there's here. you know, it's their problem. not yours.

1:06:29 *Jackie Babler*: Yeah, but i just don't want to do

1:06:30 *Chad VanCalster*: They have develop race it.

1:06:31 *Jackie Babler*: That. i'm gonna just do and i'm just gonna do. i'm just gonna do usa to begin with.

1:06:40 *Chad VanCalster*: Yeah, that's a good.

1:06:40 *Jackie Babler*: Until we can like calculate the shipping.

1:06:49 *Chad VanCalster*: Yeah. okay. anything else on? that about the rules.

1:07:06 *Jackie Babler*: Um what are we calling that one thing doll? What doll wall okay. I thought about because people are always like can you can I send a flyer for my for my um like Convention coming up.

1:07:22 *Jackie Babler*: Actually, let's not even worry about that. That's way this a lot of stuff is weighed on the road.

1:07:31 *Jackie Babler*: I thought about like charging a fee for like doll convention.

1:07:36 *Chad VanCalster*: Oh, i see. yeah.

1:07:38 *Jackie Babler*: Like if they want to post a flyer out, they can post it on my thing, but they'll have to pay like 50 bucks or something like that.

1:07:49 *Chad VanCalster*: Okay, yeah. All right, so we get into some of the categories here we can find images for that and these would be actual products.

1:07:56 *Chad VanCalster*: Listed here.

1:08:02 *Chad VanCalster*: I don't know if you just want to do. most recent here

1:08:10 *Jackie Babler*: Yeah recent because i'm not gonna feature any product.

1:08:20 *Chad VanCalster*: Okay. what you could do in the future? is sell advertisements to the space

1:08:29 *Chad VanCalster*: Where they pay an extra fee to be featured.

1:08:33 *Chad VanCalster*: For so long something like that.

1:08:35 *Jackie Babler*: That's a good idea.

1:08:37 *Chad VanCalster*: Yeah, that'll be cool.

1:08:38 *Jackie Babler*: Let me write that down. hey so many notes. um.

1:08:56 *Chad VanCalster*: Yeah, just like anything, you know when you go to products and whatnot. There's would be listed first.

1:09:02 *Jackie Babler*: And we can't do that right away.

1:09:03 *Chad VanCalster*: So they could and they could actually

1:09:04 *Jackie Babler*: Is it something that

1:09:05 *Chad VanCalster*: Bid for the spot or something like that.

1:09:10 *Jackie Babler*: Yeah. that's a good idea.

1:09:14 *Chad VanCalster*: Um meaning like if somebody else is paying for and they're paying \$50 for the top spot. Somebody else had to pay 51 to get the bumper more something like that.

1:09:24 *Chad VanCalster*: We have to we have to think through it but

1:09:31 *Jackie Babler*: Yeah, yeah. right now i'll just do the newest but that's a really good idea.

1:09:36 *Chad VanCalster*: I think once you get going. just you offer that.

1:09:42 *Chad VanCalster*: To people but they'll want to they'll want to see some action. I don't think it seemed to something you'd want to offer if we could under budget.

1:09:49 *Chad VanCalster*: Because you want to get people in in the system using it.

1:09:54 *Chad VanCalster*: And not feel like they have to pay extra because they're not sure how it's going to work yet but selling product on there.

1:10:00 *Chad VanCalster*: You know.

1:10:00 *Jackie Babler*: Yeah, once they get familiar with the

1:10:02 *Jackie Babler*: Site then they'll see. oh, here's a featured product.

1:10:06 *Chad VanCalster*: Right now so a little more or

1:10:07 *Chad VanCalster*: Whatever and get featured.

1:10:17 *Chad VanCalster*: Okay. and then any testimonials June I'm sure you have some already from people that bought from you.

1:10:23 *Chad VanCalster*: We could throw something.

1:10:24 *Jackie Babler*: Yeah, but i don't want that because i

1:10:27 *Jackie Babler*: I want it to be more testimonials of the of the seller not me.

1:10:34 *Jackie Babler*: Because like if i would even post any of my testimonials are all gonna be because they bought

1:10:41 *Jackie Babler*: My stuff and it won't be like the site.

1:10:42 *Chad VanCalster*: All you have to start with something. So I'm gonna write a note testimonials will be like rankings from from all the sellers Actually, yeah, okay.

1:11:03 Jackie Babler: Some so something has to go down

1:11:04 Chad VanCalster: Yeah, just have three ready. so, you know, so people will see what what they are.

1:11:07 Chad VanCalster: But we need some to start with like

1:11:10 Chad VanCalster: Need three for the website. start with Okay, so we do have a place somewhere. I don't sure if we do already but we have plans for it anyway to be able to Give feedback to a seller so.

1:11:29 Jackie Babler: Yeah, that's gonna be really

1:11:31 Chad VanCalster: And we'll just put the five stars that are you know in here.

1:11:36 Chad VanCalster: So no bad reviews are going to go on

1:11:42 Jackie Babler: I i kind of want the bad reviews on it, too.

1:11:45 Chad VanCalster: Yes, those will be elsewhere.

1:11:48 Chad VanCalster: Just for this homepage area.

1:11:54 Jackie Babler: Sorry, sometimes i i might jump on you and i don't really understand.

1:12:00 Chad VanCalster: Yeah, so we'll have when you get into

1:12:07 Chad VanCalster: The products here's a reviews.

1:12:09 Chad VanCalster: And this will this will be about the seller.

1:12:09 Jackie Babler: Yeah, i like that.

1:12:12 Chad VanCalster: So all the reviews will be here. the rating will be here all that kind of stuff.

1:12:18 Jackie Babler: Perfect. perfect, and it's gonna be like they have to verify that they bought something, correct?

1:12:25 Chad VanCalster: Right now it's not. tied to that but yes.

1:12:29 Chad VanCalster: So this ad review will be somewhere else like maybe after they bought the product or something.

1:12:34 *Chad VanCalster*: And they'll get that that option.

1:12:54 *Chad VanCalster*: That's really not about three reviews. He's on product page are of a sellers to make sure I think that I'm think they're tied to the product right now.

1:13:19 *Jackie Babler*: This is so important because like some like for example. I buy like bought a bunch of stuff from a girl.

1:13:26 *Jackie Babler*: I spent a lot of money, but then i got in the mail. She Acclaim sale and like half the stuff was ripped like and it was just damaged product.

1:13:33 *Jackie Babler*: She didn't even send me half the

1:13:34 *Jackie Babler*: Stuff that i bought and it's like if you don't have that feedback to go off of then you don't you know, like all you

1:13:43 *Chad VanCalster*: That's good show up right here at the

1:13:44 *Chad VanCalster*: Top. that's gonna be their ring.

1:13:49 *Chad VanCalster*: That's so yeah, it's not and again, this is this is per product right now what we're going to change that to be tied to the seller.

1:13:56 *Chad VanCalster*: Um, you know, so if there are bad

1:13:58 *Chad VanCalster*: Seller they're just gonna get a bad reviews and

1:14:02 *Chad VanCalster*: We do want to limit. I forgot what site does it? But it's one of the sites that does. Like job postings like you can review a company like we're not very good

1:14:15 *Chad VanCalster*: Company to work for.

1:14:17 *Chad VanCalster*: But they but they waited that's because if you only got one review and it was bad you'd have a one-star rating.

1:14:23 *Chad VanCalster*: It doesn't necessarily mean that you're a bad person or about you. There are people that do reviews that are also bad.

1:14:31 *Chad VanCalster*: You know their expectations their expectations were way different or something.

1:14:31 *Jackie Babler*: Yeah exactly trolls.

1:14:35 *Jackie Babler*: Oh, yeah. oh, yeah.

1:14:36 *Chad VanCalster*: I just heard a story of somebody. That called in. It the guy that the guy recorded it. And she she knows yes.

1:14:47 *Chad VanCalster*: She came to the door. He sold her something on Facebook.

1:14:53 *Jackie Babler*: And she broke it.

1:14:56 *Chad VanCalster*: Okay, that's right. i saw it.

1:14:59 *Chad VanCalster*: So exactly it so there are people

1:15:01 *Chad VanCalster*: That do have bad expectations that will give you a bad review and that's not fair either so we'll have to figure out

1:15:09 *Jackie Babler*: Yeah. like where they can dispute it.

1:15:12 *Chad VanCalster*: Kind of not not so much of dispute. Just just to be able to I mean, they should be able to respond to it.

1:15:17 *Chad VanCalster*: Right if somebody reviews something

1:15:19 *Chad VanCalster*: They should be able to respond to at least tell their side of the story. so people see that

1:15:25 *Chad VanCalster*: But also if you're the first customer and you're that person that this seller now doesn't have a one-star review.

1:15:34 *Chad VanCalster*: It'll be waited like maybe it's four and a half stars or something like that. And if you have enough reviews, then that weight goes away, you know, but

1:15:44 *Chad VanCalster*: It's not it's not on the first couple.

1:15:47 *Chad VanCalster*: So we'll figure out an algorithm for that that calculates that a little more properly.

1:15:51 *Chad VanCalster*: So that the first first person to give a bad review doesn't kill your rating to nothing.

1:15:56 *Jackie Babler*: Yeah. Yeah. No, I had a girl. I sent her two dolls American Girl I'm just dealing with this now. dolls, and she was just such a snob that she wants like mint dolls brand new dolls and it's like well, then you can't get vintage wands because they're they're

1:16:03 *Jackie Babler*: All they're, you know, they're not new and she got the

1:16:17 *Jackie Babler*: Dogs. She's like Jesus won't work what they were what I was thinking and I'm like On seven thousand dollars in the dolls.

1:16:23 *Jackie Babler*: I'm like, i can't like i told her in the beginning like yes, i do refunds and stuff. But that's if it's like a serious matter.

1:16:30 *Jackie Babler*: Matter

1:16:33 *Chad VanCalster*: Not because you made a mistake.

1:16:34 *Jackie Babler*: Like if something had a network or like green ear or something like that not because the dolls are dirty.

1:16:37 *Jackie Babler*: I'm not gonna allow you to return it. So I'm going through first now through PayPal and then now she reported your credit card company that the hair is cut which is not And like doing all so she's just I I put I put something in the language that so I put buyer you will be accounted for as well.

1:16:57 *Jackie Babler*: You can't just return something because of buyers remorse. For example, I'd one bad review on eBay and it was because the buyer had buyers and Morris and said she wanted to return the doll because it's dirty hair was stiff little things like that.

1:17:11 *Jackie Babler*: If you know the doll six years old expected not to be perfect if it is perfect listed as men i listed her as excellent condition.

1:17:19 *Jackie Babler*: The seller wanted mint to me. That's unreasonable. I To me that was unreasonable. It was nothing major like missing told green ear Nextbook cracks green somewhere nose nips things like that.

1:17:31 *Jackie Babler*: So like can we give buyers ratings too or just sellers?

1:17:37 *Chad VanCalster*: Right now it's just sellers.

1:17:39 *Chad VanCalster*: But they can respond. I I worked I mean I've been doing Social Media stuff for a long time and I worked for a company that they

1:17:49 *Chad VanCalster*: Got bad reviews all the time. but how they responded to it. i mean it makes a difference.

1:17:59 *Chad VanCalster*: Because people read the they understand most people understand that people can be in reasonable.

1:18:06 *Chad VanCalster*: So from both ends, so if you respond

1:18:09 *Chad VanCalster*: Like if you were to respond like you did.

1:18:12 *Chad VanCalster*: To somebody i gave you a bad review people see that and say and then they can make it this termination like who they think is being unreasonable in the situation and likely in that

1:18:23 *Chad VanCalster*: Case. I'm going to say that this this the buyer was unreasonable. Just by listening to what you had to say about so that's what we want to give the opportunity for on.

1:18:34 *Chad VanCalster*: This site is something to make a bad review. And somebody to respond to that bad review. Sorry, I you know and Something I didn't think about I don't know for this.

1:18:45 *Chad VanCalster*: For the buyer to be able to adjust their review.

1:18:51 *Chad VanCalster*: So maybe they gave a bad review, but then the person made it good and then they're better and they want to come back in.

1:18:59 *Chad VanCalster*: Maybe modify it.

1:19:02 *Jackie Babler*: Perfect. that's a good idea.

1:19:06 *Jackie Babler*: Yeah, i i've had a hundred percent

1:19:08 *Jackie Babler*: Reviews on ebay for like since like, oh my gosh a long time and all of a sudden i got that bad review and i was like this.

1:19:17 *Chad VanCalster*: They're just kills you. yeah.

1:19:20 *Jackie Babler*: Yeah, and she's so wonderful. I mean it's oh now she's just reports it to her credit card company. I think I'm still a lot and I'll probably won't get the dolls back.

1:19:28 *Chad VanCalster*: It happened to me on 500 bucks. Somebody said I didn't do something and then I I gave the credit card company 17 pages of proof.

1:19:38 *Chad VanCalster*: And they still got their money back. it's like nothing i can do.

1:19:42 *Chad VanCalster*: My attorney is like, well you could soon but you have to go to texas this room and

1:19:46 *Jackie Babler*: Yeah, i don't know what i'm gonna do. I'm like PayPal said they're gonna have my back but I don't know.

1:19:53 *Chad VanCalster*: They still have the product right?

1:19:56 *Chad VanCalster*: Yeah, i don't know they still have the product. no one.

1:20:03 *Jackie Babler*: Yeah, i don't know.

1:20:05 *Chad VanCalster*: Okay. all right. we're kind of getting at time here.

1:20:09 *Chad VanCalster*: I know we can split this up. So here's become a seller. We probably want some text in there whatnot, but Limited information here.

1:20:21 *Chad VanCalster*: So then i to this to do this and remember they're gonna have to add a lot of bank information and stuff in the back end so you probably need too much information to make a determination.

1:20:31 *Chad VanCalster*: On your end, but i'm going to add. seller registration What information do you need to collect?

1:20:45 *Jackie Babler*: Well like their name. address

1:20:49 *Chad VanCalster*: If you have all that we can go through it now, but i was bringing this right put this on it to do this and you could

1:20:57 *Jackie Babler*: Oh we can yeah, we can do that. later.

1:20:57 *Chad VanCalster*: And you can and you can think about it and just come up with it and let

1:21:02 *Chad VanCalster*: Me know later. i'll keep that there.

1:21:03 *Jackie Babler*: Name address phone email okay, i'll just put it on to do this.

1:21:12 *Chad VanCalster*: Yeah, i would put a business name if they have one optional.

1:21:20 *Chad VanCalster*: I can i can fill it in what i think it should be and then

1:21:24 *Jackie Babler*: Yeah, i'm sure we'll be on the same page.

1:21:30 *Jackie Babler*: Open they put up. oh, never mind. i was thinking they put it like a picture of themselves, but

1:21:36 *Chad VanCalster*: The actors room for it actually

1:21:42 *Chad VanCalster*: Yeah, i don't have an account right now. I believe so. I was logged in at one point. I think there's a spot for it.

1:21:55 *Chad VanCalster*: So then on the buyer side. same information

1:22:06 *Chad VanCalster*: So it doesn't really matter. It's just it'll be a box to check maybe that it's a seller or buyer. And a seller could be a buyer, too.

1:22:15 *Jackie Babler*: Yeah, because is that an option to because most more than likely it's

1:22:19 *Jackie Babler*: Gonna be a seller and a buyer.

1:22:21 *Chad VanCalster*: Right. well, there's just a section for

1:22:22 *Chad VanCalster*: Selling and then there's you know, your order history and stuff like that, but the buyer so they'll have

1:22:28 *Chad VanCalster*: Access to both of those.

1:22:43 *Chad VanCalster*: Okay. all right. anything else that you can think of should we should be starting on?

1:22:58 *Jackie Babler*: Um no. i don't think so. somebody to do list is i gotta find pictures. for the backgrounds

1:23:11 *Chad VanCalster*: The term is a service. we need three testimonials for the

1:23:15 *Jackie Babler*: Three testimonials for the site

1:23:20 *Jackie Babler*: So who would i get that from?

1:23:23 *Chad VanCalster*: I you probably have some i'm guessing.

1:23:27 *Jackie Babler*: Not for the site. i just have it as my me as a seller.

1:23:29 *Chad VanCalster*: Yeah for for you. yeah for you just the name of the

1:23:33 *Chad VanCalster*: Person and the quote.

1:23:36 *Jackie Babler*: Okay, so i'll get like ebay reviews.

1:23:42 *Chad VanCalster*: Oh, yeah, something yep, something like that. If you have the a picture of the person like if they have it on their profile or something.

1:23:48 *Chad VanCalster*: So that will work.

1:23:49 *Jackie Babler*: Yeah, i can always ask people to.

1:23:53 *Jackie Babler*: Terms of service three decimals for site and then background pictures

1:24:03 *Jackie Babler*: Okay. and were you gonna send me that adobe thing where i can pick the pictures?

1:24:07 *Chad VanCalster*: Yeah, i'll send you a copy of these. It's in a Google doc, but I'll copy I'll send you a copy of the notes.

1:24:15 *Chad VanCalster*: Right after the meeting and then that is in there. It just stocked that adult if you just search for Adobe stock photos.

1:24:24 *Chad VanCalster*: You'll find it. the link is here as well. all right, okay. sounds good.

1:24:45 *Chad VanCalster*: We got a good start here. so.

1:24:48 *Chad VanCalster*: Let's schedule something for next. thursday

1:24:53 *Chad VanCalster*: Let me see what my schedule is. The same time next Thursday, I probably works. I don't usually schedule meetings this late.

1:25:00 *Jackie Babler*: Yeah, and later in the day works best for me because my husband doesn't get home until 1:00 o'clock in the morning.

1:25:04 *Jackie Babler*: So then i like stay up so i'm a night

1:25:09 *Chad VanCalster*: Yeah, gotcha. okay, so i'll send four clock next week works for me.

1:25:16 *Chad VanCalster*: We'll send us time there and we'll go over progress and any other things that you may have thought of.

1:25:22 *Chad VanCalster*: I'm still calling you barbie. i don't care. no, yeah.

1:25:24 *Jackie Babler*: You're calling me barbie. i'll take it.

1:25:39 *Chad VanCalster*: Okay, i'll send you this meeting over shortly and then i'll send you meeting notes a little bit after that.

1:25:39 *Jackie Babler*: Okay, perfect. thank you so much for your time and i appreciate everything.

1:25:41 *Chad VanCalster*: Yeah, thank you. yeah, you bet. all right. take care.

1:25:47 *Jackie Babler*: All right. take care. bye. now, how do you turn?

1:25:52 *Chad VanCalster*: Just close it out.

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