

Scaling Up Services

Episode 229 - Yaro Starak

<https://www.scalingupservices.com/podcast/229-yaro-starak>

Yaro Starak, Co-Founder, InboxDone

Yaro began his entrepreneurial career at 18 years old, starting a website about a trading card game. A few years later he launched an online essay editing business, then began blogging and podcasting about entrepreneurship in 2005.

From day one, Yaro focused on freedom as his main business objective, but it became clear that the biggest reason he didn't have the kind of freedom he wanted was because of email. Email customer support, email sales followup and dealing with all the day-to-day messages that come in from newsletters, software and app notifications consumed up to five hours of his day, every day -- and it never stopped!

The more success Yaro had with his business, the more emails showed up. Because of the volume of email coming in, he couldn't provide the level of customer and sales support that he knew he should. Everything changed when Yaro hired his first email assistant, who completely took over his business inbox, unlocking the kind of freedom he always wanted.

Yaro has been spreading the word about InboxDone since the company's inception in 2017, checking his email just once per month. He continues to write, podcast and travel the world, knowing that his email is safely in the hands of his talented team.

<https://inboxdone.com/>

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EPISODE TRANSCRIPT

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0:02

You're listening to Scaling Up Services where we speak with entrepreneurs, authors, business experts and thought leaders to give you the knowledge and insights you need to scale your service based business faster and easier. And now here is your host business coach Bruce Eckfeldt.

0:22

Are you a CEO looking to scale your company faster and easier? Check out Thrive roundtable. Thrive combines a moderated peer group mastermind expert one on one coaching access to proven growth tools and a 24/7 support community. Created by Inc award winning CEO and certified scaling up business coach Bruce Eckfeldt Thrive will help you grow your business more quickly and with less drama. For details on the program, visit eckfeldt.com/thrive that's ECKFELDT.com/thrive

0:58

Welcome everyone. This is Scaling Up Services, I'm Bruce Eckfeldt I'm your host, our guest today is Yaro Starak, he is Co-founder at InboxDone.com. We're going to talk to him about this world of productivity about getting through all of your emails about focusing on what matters a huge challenge, I think for any entrepreneur, but certainly folks that have thriving businesses that are going well that they want to scale, this can be one of the biggest issues in an executives kind of kind of challenges, being able to kind of manage all the contacts, you know, all the things coming at you. And so much of it is digital these days. And so much of it is email that, you know, finding solutions for managing that finding ways of offloading as much of that work as possible. So you can focus on really important activities, I would say it's probably key to any highly effective executive sort of strategy is dealing with this. So excited to have this conversation, excited to hear kind of the background and how they came up with their solution. And really what they do for folks to understand more detail the solution that they've developed and why it's working for them. So with that, you're welcome to the program that thanks for having me, Bruce,

2:03

Happy to be here.

2:05

Yeah, it's a pleasure. So before we kind of dive into the world of email, and managing, managing all the things coming at you, let's do a little background. How did you get into the work that you're doing? What was your professional background? Give us a story?

2:17

Yeah, it's turning into a long story. I've been online since I was 18 years old, and I never, you know, had a full time job, I went straight into trying to figure out entrepreneurship. And my goal actually, it's so funny i hearing you talk about this idea of being too busy. And I think back to when I was 18. And my goals at the time were a never get a job, which obviously means you have to have some kind of income stream. I wasn't born into a rich family. But at the same time, I also was learning from the entrepreneurs I saw around me, you know, small business entrepreneurs, as well as Richard Branson. So I'd read books, and I'd noticed there was a similar issue with entrepreneurs where they'd have 12 hour days, and you know, they'd be super stressed, yes, they potentially make more money and have the control of their life, but they'd be really, really busy. So I remember at 18 going to have to find that middle ground of having the freedom I want to travel to sort of not be a slave to the business, but also not to be a slave to the boss and another person's business. So that was my goal from the beginning. Honestly, at 18, I didn't really know what to do, I kind of dived into the internet was this good timing the.com bubble was happening. The first one in the late 1990s, built a card game website, which had little ecommerce stores was my first taste of making some money. Then while I was in university started, an essay editing company was kind of like a middleman company. I call it like an agency really, I connected academic people really good academic writing to provide an editing service too often students coming from a non English as a first language background. And that was actually my first experiment in creating a well

systematized business. So that's when I first ever hired anyone do anything for me, obviously, starting with the basics, like do my website, do my website, copy, obviously, customer service, take over my email, there, obviously little jobs here and there. But it turned into what you call it a lifestyle business today. So quite hands off, I was able to travel for the first time ever sort of in my mid 20s, with that company kind of running behind the scenes. And then in a case of just again, timing and luck, the blogging and social media kind of era dawned and you know, 2000 456 and I just got into blogging as a plant chore growing my essay editing company in terms of getting Google search traffic it was let's see what a blog is and learn about it did not like writing about the topic of essay editing or marketing to my client base. But I love this idea of sharing stories as an entrepreneur and I already had sort of 567 years there running these two businesses so I just just start writing and it was amazing people start showing up but easier back then people find your blog just through Google and you know, sharing it and I became did not see this coming but I spent the next sort of decade being a coach, teacher online educator in the space of information Meishan marketing, so blogging, email marketing. And all of that time, I always, you know, build systems. So I had multiple people handing my email, I had a hiring manager, I had a team of, you know, tech and copywriting and design. And it was always about clearing the way so I could do the core creative things that I enjoy doing, and I could leverage to grow the business. So with that company was a lot about me writing and being the coach. And then five years ago, around about 2015 or so, six years ago, now I had the not the idea for the first time, but it was finally the time to action it was to launch that my current company inbox.com, primarily because I ready spent 15 years just enjoying this idea of freedom and simplicity and building a business that runs without you. And I knew email was often the major sticking point for unlocking a lot of time for entrepreneurs, it was for me, so I said, You know what, it's time to really test this idea. And actually with my co founder, Claire, who was one of my inbox managers at the time, for that blog coaching business, we said, let's do a test run, we see if we can roll this out to other people, you know, beyond me, we got a couple of beta test clients, they loved it, one of them is still with us now for five years later. And that was the start of the business since then, we've been growing it, team of 25. Now, all kinds of businesses, it's actually one of these things I was laughed at, I thought we'd get a niche where it'd be like, you know, a certain type of business, but everyone has email. So we get restaurant owners, to accountants to venture capitalists, to, you know, organic farms, it's just the complete spectrum of people, but everyone has the same issue too much email, you know, things they want to delegate to like an EA type person? And that's what we do.

6:51

Yeah, yeah, I'm curious how you've gone about solving this problem, because I've seen solutions out there that are very kind of tech based, I've seen some that are basically just kind of, you know, brute force, you know, human resource, right? Like you find some, you know, inexpensive VA person, and, you know, they just, they kind of do the best they can to kind of help clean up and sort through and you know, you know, prep responses and stuff like that. I mean, when you looked at this problem that, you know, many people have, particularly business owners, business leaders that they've got, you know, a large volume of content coming through email, how did you kind of frame the problem? How did you choose to go about solving it and why?

7:32

Well, I knew from my experience, being the entrepreneur who wanted to hand over this task that my fears were around privacy, personal information, just being comfortable with this idea of other people replying to emails that I previously did, and I felt like I should be the one doing it, you know, the control aspects, worrying whether my business wouldn't grow if it wasn't me answering certain types of questions or dealing with certain types of people. So I went through that all the way back with that essay editing company, like, you know, 1819 years ago now. And it was, it was a carefully managed process where I hired a specific type of person who was, you

know, English as a first language, good attention to detail, clear communicator, technology is important. Like, you definitely need to have tech skills, but there's no one piece of technology we rely on, you know, we have password managers, we use LastPass, we use a program called Yesware, for a lot of clients, which just allows us to systematize inboxes, you know, create templates and redirects and reminders. But none of that replaces the effectiveness of a human being who is trained and skilled at communication, emotional empathy, really wants to insert themselves into your business and understand you know, what you do, but also what they're going to do in terms of the big picture of how your company runs. And that's been, I think, a really key distinction, you can't just sort of throw this at, you know, out overseas, Filipino Indian, whatever country you want to throw it at, like you often do with, you know, other tasks \$10 an hour. And you know, not that you can't find talent there. But it's just not really fair to find a general VA to do a quite specialized role. So that's what I realized for myself was needed. Obviously, when you start doing this for other people, you then realize, okay, so Bruce has these types of emails, he's running this type of business, he has this kind of communication style, he wants us to handle maybe 80% of the emails, but 20% He's going to deal with so you kind of customize the system you build for each client. So there's definitely some tailor tailoring we have a system that we apply to everyone but then it's tailored to whatever you're dealing with and what you want to know what everyone wants to hand over everything. And we do have some clients who I love their attitude because there's they say, I never want to go into that inbox ever again. So, you know, reply to all the emails if there's something that you need me to help with. Then we find another way like it could be through a Slack conversation or a phone call or WhatsApp for those of you things that we can deal with without them. But the whole, you know, goal is no entering the inbox ever again, which I think is a great attitude because it means you're, you know, you force yourself to really build a system around that.

10:12

Yeah, you know, you mentioned a couple of different sort of parameters or things that you use to kind of identify a particular client or what they need, what they look for what give me some more insights in terms of how you kind of size up a lead or someone's interested in your service? Like, do you have any, anything that filters people out, right, you know, people that you don't work with, you know, that you can't be successful with? Or that it's not a good fit, you know, for those that are a good fit? Like, how do you kind of characterize them in terms of how you're going to approach them from a service strategy point

10:43

of view? Yeah, that that is an important thing to determine at the start, we've had people who have the intention to do it, but the reality of actually handing over is just not possible for them. And I, you know, I don't want to put the label control freak out there. But entrepreneurs are people who like to build things. And often that means they've been the person, they're controlling all these variables to produce value and create a business. So some people are naturally delegating. And they understand that in order to do the core, you know, zone of genius task, as often said about entrepreneurs, they have to move other things out of the way, including email, and they're great to work with, because they, they're ready, they just need to understand how it's all going to happen. So you know, that's just a case of having conversations, during a careful onboarding process, they're ready, willing to go through this experience, to hand over to learn, you know, teach what they need to, it's the people who are maybe a little more hesitant to let go of things and are confronted when they actually finally have to do that, like, I remember, I, I'm sort of I wasn't, you know, I was ready to do it. But I still felt this sense of, I had to go and even, you know, month or two later, after, I'd hand it over, to just read the emails that my assistant was sending for me, because you're always in your mind going, why would I write it that way? You know, have I missed an opportunity, because they haven't thought of something. And you know, there's no such thing as an instant clone of your brain, it's not gonna happen. But you can certainly extract the system

from your brain, but also from how you've already done things like you've already replied to emails. So you can look at the way you write how you answer things, you start there, and then you build the system from that. So there's no need to kind of like, scan your brain, it's kind of done already. Because a lot of it's already been written in your Sent folder in terms of how you've written to things. So interesting. Yeah, so we definitely can do a lot about building systems, we call it a knowledge base within the company, its its templates, its rules, because as most people know, email is sort of a central hub that triggers tasks involve other people. So often, you will get an email that says, okay, you know, onboard a client, update a CRM, pass it on to a certain department, it could be bookkeeping, marketing, client management, something like that. So there's kind of these roles that happen. So we make sure that we're when we're bringing in our team. And usually, it's two assistants per client, that they understand or learn the entire system of people and software, and how they want things done. And then they slot themselves in to take over the things that the the founder, or is the CEO, the manager that we're taking over with, so that we can complete the full loop from delegating a task to updating software, it's updating people updating a client or a customer, and ideally, keeping that other person, the client, you know, the CEO or the founder out of the loop and doing everything without them, if possible. That's the goal here to free you up. So you have to be prepared. So to answer your question, to realize that goal and know that it's not going to be done in two weeks, it's going to probably take a month to just get the basics done. Really within two to three months, you'll you'll feel like wow, okay, I'm no longer doing all these things I used to do. And I actually feel comfortable with other people doing it. But we have had a few people who just can't make it through that process, they start letting go. And they're like, I can't, I just need to see every email coming into my inbox, I need to be the one replying to every potential client, they just can't let go. So you know, most people know that about themselves, though, from the start when they're ready. And when we get a perfect client, we know it because they're just so willing and able and excited to not do that task anymore.

14:21

Yeah, just hungry, hungry do not have to go into their email. Yeah. And how I mean, I guess, how do you break down the process? Right, so you get a new client, you know, what is the first thing you kind of do with them? How do you kind of train them or kind of adjust the systems like, how does this process work?

14:41

Yeah, I appreciate the chance to pitch my company so much. Yeah, yeah, it is. Like there's a lot of virtual assistant companies out there and a lot will do a lot of different things and what inbox done and how we've evolved is very much specializing on this process of handing over email. So we started with With what I explained, like my own explaining story, so it's it's sort of a month long handover process where first year, and I kind of break it down because it's, it started with me. And then obviously Claire, my co founder, she started doing it for clients. So there's new layers added to it. And then now fast forward 45 years, we've obviously been tweaking and changing and learning as we apply to different clients. So we very much have a system that rolls out for every new client. So as I said, before, we always assign to we call them inbox managers, or you call them executive assistants to every client. And what we do is we first begin a matching process where we're asking you some questions. So we know what kind of communication style does Bruce have? What industry? Is he in? What what's the kind of goal here so we learn a bit about you, we then go internally to our team and find who we believe is the most appropriate two assistants to assign to you. That's based on timezone communication style, personality matching, you know, obviously, you want to get along with your assistants. Yeah, then we introduce you. So your two assistants will have a call with you, you get to know them, you define communication parameters. So how do you want to be updated? Do you want to just have a Slack channel where you communicate with them a WhatsApp group, a summary phone call, or maybe an email sent to you

to a different inbox. And that can be determined as you want it to be. So if you'd like a daily little slack update, that's fine. If you just want a weekly phone call, that's fine as well, they then will dive in and do as much as they can without you. So they kind of study you, it'd be like in your case, Bruce, of your study of the life of Bruce in the role that you do. So they'll go into the obvious things, your your website, your any materials you have about what you do, but really a lot of it's done in your actual inbox or inboxes, especially the Sent folder. So how you reply, what are the common questions you deal with, who are the most important people that you communicate with? If there are any key situations like you need to know about emails from investors or forum from super important clients, they start building a triage system. So they prioritize these emails Bruce needs to know about straightaway, these ones Bruce might need to know about in a summary once a week, he doesn't need really need to reply or see anything there. And then there's the stuff which is probably 80%. But you never need to see and will keep you away from completely say they do that they they start building the usual things, folders, filters, automatic redirects, templates for common situations. That's the knowledge base. And then usually around maybe three weeks into this process, they actually start writing replies. And this as you can imagine, is the time when we need the most attention from you the client, because we're going to show your drafts and we're going to want to make sure that you're happy with how we're replying to your emails. Obviously, it's a confronting feeling the first time you see an email going out that was sent to you, but replied by your assistant, usually, we reply as your assistant though, so we're not pretending to be you. We have done that for a few clients. But most clients, like the idea of our team is growing. So this is my email receptionist. So this is my executive assistant. So they're replying as you sorry, not as them but you know, from your inbox, and then that might take a week of going back and forth, show them drafts give some feedback, adjusting as they go. It hopefully after about the fourth week, you're saying, you know, your drafts are great, you can start sending without going through me. And then they start doing that. And by that point, they might have taken over 80% 70% 90% Depends on how busy your inbox is and how complex it is. And then going forward, month two, month three, month four, obviously you keep learning and adapting to new situations, keep building the knowledge base, and potentially you can delegate more. So we are a full EA service too. So if you want us to take over calendar scheduling, replying to your social media, messages, direct messages, comments left to maybe your ads, or your posts, all the things that he says do Travel Bookings, research, compiling reports, managing meetings, getting the information you need for that was a big list of services on our on our site, but we usually start with email and calendar and then delegate from there,

19:07

do you find that that's kind of your your wedge, like get to getting in with somebody like, hey, let's start with your email. And then once you start managing that for them, then it's easy to kind of start adding other services, you know, around, you know, managing their, you know, helping them manage their personal kind of schedule and priorities.

19:26

Yes, in the sense that you know, even the name of our company and books done it sort of stamps this week, we really focus on your inbox. And it is such a personal area that usually once trust is built there, you do feel more comfortable delegating other things, but we have actually had to tell people, you know, we could do this for you as well. They don't necessarily realize that we are a full EAA service from day one. The other thing that's a little different though, the fact that we do have two assistants per client, and we're not like a low cost. We're not a \$10 an hour virtual agency. And this is a because email is so important. So we need that extra skill set, we pay our people well, but also with two people. Sure anyone who's ever hired any kind of virtual staff before, you know how annoying training and turnover is people disappear, and they have to go, you know, you're sort of left in the lurch, they have to find someone else and train them from scratch. So we found by

having two people who learned to do the role work in tandem, then if everyone, anyone needs a holiday or sick leave, which they will, the other person will take up the slack. So you never have to kind of step back in and do it yourself. And if there is ever a turnover, the replacement can be trained by the second assistant. So you don't have to do that retraining as well. So yeah, it's it's it's something we built as we grew the company, just because we realized it was such an important part of hiring to some kind of virtual staffing solution, having two people to solve so many problems. So but yes, to answer your question, almost always email and calendar is where we start. And then people go, Oh, I trust you. I see how good your written communication is, I feel comfortable handing over you know, other tasks, then again, there's certain things where you wouldn't head over to us. We're not like a phone sales service. We're not like a 24/7 Help Desk, we're manning a live chat or something like that, that's we should potentially, you know, outsource overseas.

21:11

Yeah. And for your, for your people. How many clients do they work with? You have to have your you have two assistants per client, but then how many clients are they each working with?

21:21

I mean, it varies because some people you know, want more hours than others, Max would be three, typical would be two. Occasionally, it's one, just when it's a client that has a lot of work, or an inbox manager who just only wants, you know, part time casual hours, but yet, no more than three we find is definitely like a max, typically, again, it's something we've learned over time, too, because, you know, it's, it's this situation where you want to grow your company, but your assistants actually want to grow with you, too, you know, that that sort of helps reduce the turnover, where they feel like they've been embedded in a company that they're enjoying working with, but also learning like, I think a lot of our our team love the idea of getting inside a company and working with the founder, like, it's such an amazing insight sometimes to see just how this person is growing their business, you know, what's the day to day operations? Like? What kind of problems do you deal with, because they're often a little bit entrepreneurial themselves. So getting that insight is very fascinating for them, and they want to grow with them. They want you know, to see the potential to do more, take over more, maybe even learn some new skills as well.

22:23

Yeah. And I'm curious how much of this is your your folks kind of really kind of learning and adapting to how your client likes to do things? And, and how much you kind of training your clients to kind of think differently, or maybe approach it differently? You know, I, I'm always curious, like, who's changing who in these situations?

22:44

Yeah, that's a great way to put it, Bruce, you're spot on. It really is both probably more so than you think of us training the client though. Because, like I said, it is this somewhat confronting challenge of letting go of something you've probably done every day, a couple hours a day, maybe even four hours a day, yourself, probably for your entire life. You never thought to outsource email, people think outsource everything else, like sure someone else built my website for someone else to do my bookkeeping and accounting. I go to the dentist for my teeth. I go to a doctor for this guy now as I was mine, you know, so straightaway, it's like, okay, email isn't doesn't have to be mine. So yes, there's a learning curve and adoption of the idea of even just not waking up and opening the inbox and starting to reply, or going in bed at night and replying to emails, it's like, no, I loved it. Like, I was a great example of a happy client, because I woke up on a Monday morning, after the first month of training all the way back with my original company. I did this for the first time with and I remember turning on my computer, opening up my email, as you do every Monday morning, and my inbox is empty. And I

thought, oh, is my company broken? I thought I went to check my website. Yeah, you know, where's all the business for the start of the week? And then I was like, of course, you know, my systems gone in there and done the work before I had. Yeah. And then suddenly, it's like, okay, so what do I do with my life now? Like, what's, what is my, what's my next step? Like, suddenly it's like, oh, I can grow this company, or I can write that book or I can go to the gym or, you know, whatever it is, be creative doing the marketing campaign. The time is there. So it is it's a beautifully confronting, but I think a powerful change for a lot of people.

24:26

Yeah, yeah. The one thing I found when I started sort of doing more of this, and I've, I've kind of used various strategies and various services around around the stuff is you really have to kind of rethink your, I guess, email strategy in terms of who has what email for what purpose? And I guess, how do you help folks kind of detangle kind of potentially sort of bad email kind of structure they've put in place and kind of develop a better kind of foundational strategy so that it's just easier to even kind of contemplate a process like this.

24:58

Yeah, new habits are certain It's something you'll have to adopt. I know we have a client, she's an accountant. And I was love bringing up the the quote she gave us. And she said, you know, you give me my mornings back. And she was the kind of person who would have her email open throughout the day. And as soon as the ding would be heard, she'd open up the email and reply straight away. And she trained her clients to receive an email within five to 10 minutes of the email hitting her inbox class. And it was great for her clients, but terrible for her because she would constantly interrupt the flow of whatever else she was doing. So we had to train her but then we also the train the clients, you know, it's okay for there to be potentially a 12 to 24 hour time period before the reply comes back to you. You know, certainly there are occasional emergency situations from from people who are high priority. And that's why we do triage, we know that this investor, you got to get back to them as soon as you can see, it will send you a whatsapp or you know, something like that. But most people do not need that five minute response time. And that's something you need to untrain from everyone. So, you know, we do that we break that habit, it's an awareness, it's a skill set that you develop. It's not that hard, though, because you start realizing you can sit there and do whatever other thing that you probably enjoy more. Yeah, the only challenges for a lot of entrepreneurs is there is a kind of an endorphin release of completing emails, it feels like you're moving forward, you know, you're growing your business. And the truth is, most of the things that come into email are not priority, move your business forward tasks, there might be a few, but most are not. So it's kind of a false sense of accomplishment of tasks. So I think it's a good switch for a lot of people to go through. It's some habit breaking plus new habit forming with the team. Of course, we are aware as well that we often have to teach people and get them used to this idea of delegating, and not just email, but everything. And what I love to tell anyone, not just clients, but anyone who's running a business. Whenever you wake up in the morning, and you start working, you ask yourself as you begin every task, am I the best person to do this? You know, could someone else do this for my business? And a would that freed me up more important things be? Would they do this task better than I would do it? Would it be a cost saving overall, even though it might cost money to delegate it, it's at a lower cost than the hourly rate that you're putting in? Because you could be going and earning more doing other things? So it's a simple question. You know, what, what should I be doing with my time right now? And is this the best use of it. And if it's not, that's when you start delegating. And that's for me, because I was all about, I want to be able to travel. If I'm in a new city, I don't want to wake up and open my email and spend the first three hours in there processing that while I'm staring at the Eiffel Tower out the window going I wish I could be walking around the city doing things you know, so yeah, yeah, yeah, far, far too many times that I've found myself doing.

27:52

So, you know, I guess what's your I guess? What's your take on email? I mean, there's been a couple of efforts to kind of build, you know, these these email killers. I mean, is email here to stay? Do you see this evolving? I mean, where, like, I guess what, what's your take on the future of email? Yeah,

28:10

I love this question. Because it makes me think about where we're going with, you know, AI, and software and so on. And I thought about this. And there were times, I remember speaking to my co founder, I'm like, we got to prepare for the, for the automatic email writing AI, that's going to eliminate the need for our human based assistants. So we need to, you know, plan for that. And the more I thought about it, the more I kind of looked at how we do our role, I realized that an assistant isn't like if we ever have an AI version of of writing email, it's always going to be in tandem with a human because email being so dynamic, and I could be wrong on this, if you fast forward 100 years, but I don't think in the near future, you're going to have a piece of AI that could answer every single email that's entering your inbox in a way that it actually knows how to be you. Because you know, it's it have to copy your neural network inside your brain. Maybe that's possible one day. So right now, the combination of a human or two humans with our company, as assistants as and then you know, adding some tools, like I mentioned before, yes, where for templates, there are some great database style AI FAQ systems out there, which I think will become definitely more commonplace where it's learning how you're writing replies to very common situation and basically, right, it's starting to build the templates for you. So you don't have to go build template manually. It knows this is how you normally reply to it. It automatically pre fills the answer and then you go in and you clean it up. And then the human sends it so it's like like they say with chess today, you know that yes, the AI chess will will always beat humans but the real tournaments now are human beings augmented with AI playing against each other. So it's the best of both worlds and I suspect that's very similar with how will four will continue with email. One caveat, which I've always thought is the interesting thought Express because I often get asked, Will email be replaced with blogging since I started in that space ever be replaced as well? And I said, Well, if we stopped communicating with the written word in the format we do online now, then yes, it is possible. So I don't know if you know, we're talking about meta versus now we're talking about neural networks connecting, you know, devices directly into our brain. And maybe we'll think replies rather than type them. So I don't know if that will work. But that's way more sci fi an answer that I've got then what we do today, which is give you a couple of human beings who attempt to clone you as best they can.

30:36

Yeah, yeah. I would be fascinating to just think my response. Yeah, not verbalize them somehow. But Excellent. Yeah. This has been a pleasure. If people want to find out more about you more about InboxDone, what's the best way to get that information

30:52

InboxDone.com for anything to do with everything I've talked about and just book a discovery call, you very likely will get to talk to me and you can tell me you know, what you're dealing with, with your company regarding email and other things you want to delegate and we can look at helping you out.

31:05

This has been great. I'm gonna make sure all the links are in the show notes. People click through and get that I just I love this topic, because it is it's the bane of so many questions that if you if you can make even a 10% improvement in this area, it ends up being a huge delta. So I really appreciate your time today.

31:20

Thank you, Bruce. I appreciate your time as well. Thanks for a good conversation.

31:24

Thank you for tuning in to today's episode. Be sure to subscribe using your favorite podcast app, so you don't miss our future episodes. See you next time.

31:33

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