

Laura (00:00):

This is the Multi-Million Dollar Brands podcast, episode number 38 with Jessica Perez-Beebe.

(00:05):

Welcome to Multi-Million Dollar Brands, a podcast where we dive deep into the mindset and strategies of scaling your company to the multi-million dollar mark and beyond. Each week, we follow the journeys of innovators, disruptors, experts, and leaders, sharing their stories and behind the scenes of their most challenging moments and greatest lessons learned. So get ready to catapult your business to the next level of revenue and learn how to multiply your income impact and influence by growing your next multi-million dollar brand.

(00:44):

Have you ever looked at somebody online and their muscles are just bulging out of their bodies and they are so super fit and you think, you know what? I actually don't have time for any of that. It looks fantastic, but I've got a business to run. Like I can't spend all of this effort just on my own physique simply because how in the world would I fit that in with everything else that I'm trying to accomplish as an entrepreneur, as somebody who's really trying to push to that million dollar mark and beyond. This conversation with Jessica Perez-Beebe may create a little bit of a shift for you as it did for me, which is that while many of us may be thinking about that level of fitness and success and entrepreneurship as mutually exclusive, she's here to actually say that it's not. And that actually one fuels the other. So thinking like a pro in our life actually makes us better at fitness and thinking like a pro, when it comes to our fitness, it makes us better at our business and our lives. And Jessica does both.

(01:48):

She is actually a professional body builder. She is not only a professional bodybuilder, but she competes and wins in the bikini division. It's pretty amazing to have somebody like her, not only as a client, but as a friend. And she's somebody that I've known for a long time. And it's really funny because whenever we go out together, you know, you see the people kind of like turning their heads in the restaurant and they're like, whoa, she's fit. And they're not talking about me by the way. They're talking about her when they watched her pass by, but she really is a head turner, both in terms of how she presents herself when it comes to her own physical fitness, and also how she thinks about her, her path to entrepreneurship and the different iterations that she's had on her journey. So I'm just excited to share with you Jessica Perez-Beebe, hopefully you'll be inspired. You'll lift a few more weights this morning. W whenever you're listening and, you know, just to up that game on our fitness, our life and our business up next with Jessica Perez-Beebe.

(02:47):

Hey, everybody, I want to introduce you to my friend. I've known her for a long, long time. It's been a while since the first time we met and her name is Jessica Perez-Beebe.

She is an entrepreneur, a professional athlete, and a pro at helping people go pro. So thank you so much for joining us, Jessica.

Jessica (03:10):

Hi, Laura. Thank you.

Laura (03:12):

Yeah. So I want to talk to you about your high performance mindset coaching. You are a performance coach, and you are a professional athlete, which is one of this incredible unique combinations about you, but in general, why do you think that fit entrepreneurs are just better performers?

Jessica (03:34):

I think primarily because of the daily discipline, right? That it takes to not only get fit, but to stay fit, right? So it's like the small repeatable things that you have to do consistently every day that add up to the big results. You know, it's, it's the same in business. So I think the discipline personally that I have had in fitness over the years has really helped me to improve my focus and discipline in business. I still struggle with that right in business, but my discipline and fitness has really helped me level up in that area. Because, you know, as an entrepreneur with like big ideas, lots of ideas, personally, I can default to like wanting the result yesterday or jumping into the next idea too quickly before the first one has been fully carried out. Right? So for me seeing the results that I've gotten in fitness through the years and, and turning pro, which was never a goal back when I started getting into fitness, seeing the years of consistency to the point that it's now just easy for me, because it's a habit is what reminds me in business to look at the bigger, longer term vision for my business. Not just the immediate gains, right? Not just the small wins. And then overall, physically, I think you just feel better. You know, you feel better, you do better when you're in great shape, you have the energy, you have the stamina, the confidence, and so all around. I just think, you know, fit entrepreneurs excel for, for those reasons. And probably some more reasons.

Laura (05:11):

So let's talk about your fitness journey. You started out really just being, I think, more of an, a fitness aficionado. If I remember, right, you know, when we first met, you were doing sprints and you were really working your body, but not to the degree to which you work at today, what made you decide to go from, I go to the gym, I work out, I would call them average workouts, would you say?

Jessica (05:35):

At the time at a certain point, yes. I would say so to answer your question, let's see if I think back, I really got turned interested in fitness. My first year in college, I did not grow up in a fitness family, a healthy family at all, smokers drinkers, you know, poor eaters. I had all of those bad habits. And it was when I went to college was my freshman year in college. And I just started to get this exposure and maybe just awareness too, of other women on campus who were healthy, who were fit, who were vibrant. And here I was

like 25-30 pounds overweight, uncomfortable in my skin. And I never played sports in high school. I like a little bit of basketball you know in younger grades. And, but what's so interesting about me and especially now looking back is like, I've always been so athletic and I have this physical drive and I'm just built for athleticism.

(06:38):

So it's so interesting that it was never introduced to me in my, in my life, but I started to get my interest piqued and I just started to realize, okay, if you know, it's possible for them to look this way and, you know, have what I perceived as like energy and just healthy overall, look, then I can do it too. I just got to learn how, and so with anything that I take on, I just try to learn everything about it. So I got really into nutrition first, and then yoga was actually my very first thing, you know, and I got, you know, you and I lived in the same area at one point. And so I would go to Johnny's hot yoga place. And that was one of, one of the things that I was really into in the beginning. And believe it or not, I did start lifting weights then and became a personal trainer, got certified.

(07:29):

I was working at a gym part-time and then, Laura. So it was getting into that healthy lifestyle. And I was just talking to somebody about this on another interview. In here, I was having the desire to get fitter and healthier and all of that. But what I hadn't done is I hadn't changed my circle of influence. I hadn't changed my friends. So I had like one foot out, one foot in. Right. So I was never fully in. Right. So, right, right. So I'm working out kind of getting healthy and then like drinking and smoking cigarettes with my friends.

Laura (08:08):

Right. It's so funny. I don't even know if I knew that about you when we first met.

Jessica (08:11):

I wouldn't have been by then. I was past that. So, but yeah, I think I quit smoking at like 24 or something like that, and then just got into day-to-day life and like many people, sometimes you're working out sometimes you're not kind of to your point.

Laura (08:29):

Yeah. Just kind of normal kind of average. Cause that's when we first met, like you were doing yoga, I was doing yoga. We were probably at the same level of fitness, healthy weight, healthy lifestyle, nothing extraordinary, nothing extraordinary, nothing above average, just typical, which is good. Right. I mean, a lot of people maintaining, they were healthier than most of the, but not to that higher level of elite fitness. So once you started moving to that higher level of elite fitness, what would that like? Like, was that really hard at first? Because I have to tell you a lot of you don't, you're not able to see Jessica except for like shoulders up, but when I'm out with Jessica, somebody will stop me and say, what is your friend do? Like you don't, you can't see it probably, but like, there is no joke here. Yeah.

(09:27):

There you go. So if you're watching this on YouTube, a little slot, if you're listening to the podcast, you just saw a gunshot. Jessica is a whole nother level of elite fitness and she teaches business owners how to elevate their whole entire presence, how to elevate their business, how to elevate themselves with that both mindset and physical challenge takes to get to that level of elite fitness and elite business ownership. And so when you are talking about, okay, I'm I have a sort of quote, unquote, normal level of fitness. Like I would say my, my fitness level right now is normal. I do beach body workouts five days a week. It's good, but it's not, no one's going to accuse me of being a one person gun show. Like what, what does it take to get to that level of just incredible discipline?

Jessica (10:23):

Yeah. Well, I would say that you really do have to like it and love it, right? Like you got to start out with, so, you know, when you and I first met, like you said, it was more like an average and then somewhere along the lines, and I remember now it's actually right like the year before I met my husband, Chris, I really started to take it to that next level. I was, I took a sign up for a karate course. And so I had one foot in one foot out. Like I said, I wasn't changing my circle of influence, which is extremely important when you want to make any change. Right. When you want to make any kind of transformation in your life. And then, so it was kind of just teetering along. And then the tipping point for me, Laura, is when I started getting laser-focused on everything.

(11:13):

And then fitness just started to, to really turn up for me is when my mother died. Right. So suddenly in a car accident, I think we already knew each other at that point. So she was 40, she had literally just turned 45 one month earlier. And I was 20. I had just turned 20 or 26 turning 27. And it was kind of that jolt of urgency. Right? Like I had all these things in my mind that I wanted to level up in my life and fitness was one of them. I wanted to be an entrepreneur, but I hadn't gotten the nerve to pursue it. I was being very comfortable in this box because my family had, you know, said, you know, you have a great job. You've got benefits, that's it? You know, nobody was raising the bar for me in my personal life.

(12:07):

So I was having to do it by myself. But so that was like a wake up. So in that, like, I would say 27 to 29 is when I incrementally started being more consistent with my workouts, you know? So whatever it was that I was doing when I was doing yoga and when I was doing a little bit of lifting in the gym, I was still like going to that high intensity, like sweaty yoga class, five days a week, what ended up happening is I started to see results, right? Because you don't really see real results until you've been consistent for a while. And so that just kind of peaked me. It was creating more discipline in my life, which was allowing me to set boundaries with other people in my life and start to change that circle of influence by being in places where other people, who I aspire to be like, you know, that were fit and successful and all of that. So I was really doing that. I was like putting myself in those environments. And so then fast

forward, I started getting more serious about my fitness the year before I met my husband, Chris. And the reason I say that is it's like, God's like, you know, have this plan, like, you're going to need to get fit in this last year before you meet your husband, because your husband is 10 years older and he's fit.

Laura (13:30):

He was, I remember, I remember walking up to your house and being like, who is this incredible guy?

Jessica (13:36):

And he's not like a builder guy, he's a total, you know, surfer, wind surfer, mountain biker, extreme. Like he's just a healthy fit guy. And when we met Laura, because he was also fit and I was hitting the gym, right. All of a sudden it was like explosive. Right. Cause he turned me on at that point to CrossFit, which was very underground at the time. Nobody really knew about it. It was like 2006 or something like that. And he'll say he tells me all the time. I told her about these CrossFit workouts showed her a couple of things. And before I knew it, she had read every journal. We were at every certification. And then within a year or two, I opened a gym.

Laura (14:22):

Yep. That sounds about right.

Jessica (14:23):

I dove in head first. And I just, you know, when you find something that just feels like you, I mean, that's what it was. It was, and it wasn't necessarily that it was CrossFit. It was just, I found something that I could put my physical energy into and that I was good at. And that's really what, what started it. And then, you know, I started the personal training studio then across gym. And then we grew into another location expanded there and then sold the business back in 2014. But it was in that last couple of years of having that business or in the last year that I got turned on to bodybuilding. And then from there, it's just been, you know, non-stop, that was the road to nationals and then pros.

Laura (15:13):

Talk about what life is like for you today. Let's talk about what you do for other entrepreneurs and how you maintain your own level of energy with fitness. So today you're a professional athlete, you're a coach. What are some of the things that you tend to coach people in?

Jessica (15:34):

Well, Laura, what I tend to coach people in or provide for high achievers, right? People who are, they're already successful, they're already winning in life. And they often are the most driven in their community, right there. They're driving others, they're providing, you know, the accountability. And what happens when you get to that level is there's very few people who will, who will call you out or say, you could be doing better, right? Because from the outside, everyone thinks you're already a 10, right. What me and my

team do is we really provide the consistent challenge, right? So mental challenge, physical challenge, the accountability and the community, that higher level community that, that a high achiever really needs in order to get to their next level because nobody's setting the bar higher for them. And so that's really what we do. And that's really what, people who work with us say that they get the most out of is, is, you know, the fact that, we call them out on their BS. You know, like you're not at your 10, you know, this, you know that this is your seven or your eight. It may be everyone else's 10, but it's not yours. And I think people that are high achievers, we do need that challenge. We do need the bar raised. Cause it's easy for us to just do good. It's easy for us to kind of do kind of great. Right. And what I really want to help someone do is go from good to great, to unstoppable and that's the kind of community that we provide.

Laura (17:12):

And what, how do you think fitness plays into that? Like, let's say that I'm sitting around and I, and I want that, but I'm not super fit. Like, do I need to be fit in order to get those kinds of benefits?

Jessica (17:23):

So pursuing that, that fitness in that journey, in that pursuit of whatever athletic goal you set for yourself, you are going to adopt that, that elite athlete mindset, that elite athlete way of being every day, right? The habits, the laser focus, that's what it does for me. And that's what I started that people were also missing, especially entrepreneurs, right? Because ah, shiny object. And when, one of the things that we do in our high-performers club is you have to set a fitness goal and not just, I want it can't be, I want to lose 10 pounds. It's, performance-based, there's got to be something that you are going to accomplish that you've never done before. So we're having them, like, if you've heard the term 10 X, right? Like 10 X, what's possible for you physically that you may, you might not even think you can do it.

(18:22):

That's great. That's where we want to be. And as you start pursuing that and the things that you need to, to go through the, you know, most of it's all here, but as you start seeing what you're able to accomplish physically, because of what you commit to and because you do it anyway, even when you don't want to. Right. Because it's easy to just say, I don't feel like going to the gym today. Right? Okay. Big deal. Right. Who's holding you accountable? But when you say I'm going to get on stage in a bikini in certain amount of months and you signed up for it and you've put the money down, you've got a whole team behind you that is holding you accountable, then you're going to do what it takes. And you're also going to do what it takes in your business because it just starts to bleed over. Right. That's the carry over.

Laura (19:10):

You have this elite physical body you have, you're pursuing this very high level mindset and you're teaching other people how to have that in business. What are some of the things you actually struggled with in business?

Jessica (19:26):

So many. Yeah. Yeah.

Laura (19:28):

Well, what have you, what tools have you used to grow through those, those moments?

Jessica (19:34):

The biggest things I struggled with and I attract a lot of clients like this too. Right? Go figure, having that solopreneur mindset in the beginning. Right. Which is a very amateur way of approaching business. Okay to start there. But you know, when you look at amateur versus pro, you know, amateur would be, I take on everything myself, you know, I try to do it all. I work nonstop, you know, it's just the grind, grind, grind, and the pro way would be, you know, building up team, building up community, you know, having a coach, having mentors, whatever, you know, whatever that you need to, to, to become a high performer, not just a high achiever, right. Because to be a high achiever, that's easy, you just set goals and you, and you check them off. Right. It's like having a long to do list, which is like a false sense of accomplishment really, because typically you don't have anything on there that's moving the lever. Right. It's just busy stuff. And so that's, you know, the whole goal with our clients is take these high achievers and turn them into high-performers.

(20:40):

How do you become more efficient? Right. How do you work with a team? How do you become a better leader? So for me, I think what I struggled was that kind of lone Wolf mentality. And so, so do some of the, that's the default for some of the people that we attract does it doesn't mean that they're not building team and they're not doing those things, but it's the default. And so we have to interrupt those default patterns. That's what fitness really does. I think tremendously, because the default for me too, is also to sit back, have three glasses of wine. At different moments. Yes, absolutely. And, you know, fitness, this type of fitness that I do really keeps me structured again. You know, it keeps me from getting lazy, You know? Yeah.

Laura (21:34):

That's so funny. Cause I would never have thought that that's something that you might struggle with. It wouldn't have even occurred.

Jessica (21:40):

I mean, I could totally just, you know, the, sometimes I'll be like, okay, we got it. Let's set up, let's set another show date because I'm having too many, like happy hours with my girlfriends. You know, like this is not productive or, you know, I, I'm starting to notice, you know, a pattern. It's just interrupting those things. We're not perfect. We're all flawed. Right. I mean, I know I am, I'll speak for myself. And so it's putting these things in places that prevent us and support us. Right. Prevent us from kind of going off the rails and you got to have that in your business too. Yeah. It can be. I mean, it's tough to just be like covers over the head. I'm not getting out of bed.

Laura (22:25):

Yeah. I don't know what the business equivalent is to getting onstage in a bikini in your forties. I don't know what that is but .

Jessica (22:32):

Maybe your first public speaking gig. Right. You know, securing a stage. I don't, you know, there's so many different things, but it's got to be something that's just a little bit outside of at least a little bit outside of what your current capabilities are.

Laura (22:51):

Yeah. You know, hearing you talk about it again. I would've never thought Hm that's something that sounds like a good idea. I'm going to like, not eat carbs for six months or no, I'm kidding. I know you eat carbs.

Jessica (23:01):

I eat a lot of carbs.

Laura (23:05):

I'm going to have a really strict diet and then get onstage and a bikini that sounds fun and interesting. That would have never occurred to me. But hearing you say it, I'm like, oh actually that's a great thing to do is to have them on the calendar. Know that there's, that there are no, no shortcuts to making that well, worth your time to get up there and win. And that that's, that's really good to have that real milestone set ahead of time that you're working towards, that keeps you on track.

Jessica (23:37):

Yeah. And actually that came from, so I was running my gym and I was in that, like we were growing, we were growing tremendously and fast and I was just all work. I was just all work and, and here I am running a gym and I've and I was building a team, but I was letting my own fitness kind of go to the back burner. Right. Kind of just chasing the business building piece of it, forgetting, you know, how fitness being at the forefront is what actually was helping me to become more successful. And I had put that piece of it on the back burner and was getting caught up in that. And I realized it, I caught myself cause I was, I was getting stressed and you know, I could just, you know, feel it. And I said to one of the trainers on my team, I said, you know what, I need a new physical goal.

(24:34):

Can't be something here. Like I'd been competitive Cross Fitting all of that. I was like, it's got to be something way out of my comfort zone way out of the box. And he said, I had never even thought of bodybuilding. Like it was just not in my realm of being on a stage and being like pageant, like, and like, it just, isn't something that wasn't, my personality was more, you know, like more physically competitive. And he said, I think you'd be great for a bodybuilding. They have a bikini division now where you don't have

to get as muscular or it's just more about X, Y, and Z. And I thought, oh my gosh, like get on a stage and what's in and heels and have people like pick me apart. And like, that feels horrible. Okay. I think I got to sign up for it. And that literally is why I needed to raise the bar, you know, I needed to get out of like, without fitness for me, I can default to work to being a workaholic.

Laura (25:39):

Right, Right. Just in case that our listeners haven't looked at you on Instagram yet, this is not just a bikini friends. This is a sparkly ring bikini.

Jessica (25:49):

I know it's become like a, it's like a, a beauty pageant for really fit girls. Yeah.

Laura (25:59):

Well, whatever it is, I'll say it's this postpartum mama's worst nightmare. I can tell you that. Right. But again, I think all joking aside, it is, it's a really interesting way to look at business and not something that I have ever considered before. And I think that's one of the ways in which you've inspired me. And, and I know we've worked together in a business setting as well as being friends. And we worked together earlier this year on your messaging and on the focus of your business. And what, what was that like? Like how, what if you, what did you learn about yourself or your business going through that process?

Jessica (26:33):

Well, what I learned about myself is always the, that I come back to is that I have so many ideas. Right. And that, you know, and that I, and that I want to move quickly. And so that's one of the things that I always, you know, have to deal with myself. But I also think I realized through, the work that we were doing together in the messaging is number one is it's, it's a very specific person that I work with and that would be attracted to work with me. And I think it's easy in the beginning. At least it was for me in the online space, because it was used to brick and mortar. I don't not to say that it's different, but I had a very specific, yeah. But I think just really, you know, I feel like it's taken a couple of years for me to really get down to who my ideal person is, who I can really support the most.

(27:30):

Who's going to get the most results working with me. And it took going through, you know, working with a lot of people who weren't the right fit and the way that I'm saying that it, and what I mean by that is like, it's, you know, I have a strong energy I'm direct, you know, I just did a show called the Fit AF entrepreneur show. That's going to turn off a ton of people. Right. Just use the words Fit AF. Whereas in the beginning I would have been maybe hesitant to, to say that and it's, and it's like, but that is who I am. And you don't want to attract people who are not like that, or don't get that right. Or not speaking your same language or don't have that same energy because yes, you can help them. Right. But it's magical when you can work with the people who are like, I get

you and you're like, I get you, you know, then it's magical because you can really create together. So I think that, that's one of the things that I really learned through doing our messaging and, and we're still going deep with that on my team. Like just even more fine-tuned and it's gotten so much clearer. And so I think, you know, the, the work that you do with people is really brilliant that way.

Laura (28:47):

Thank you. Yeah. And I would say for most people who are looking at a pivot to offline, to online right now, it is very different because when you're offline, when you're in brick and mortar to a certain degree, just people living within a five mile radius of your location and have certain types of characteristics are your customer. And you're going to get a lot of default traffic of people just kind of wandering into your location, lots of referrals. It's a more of a community business. And for most entrepreneurs who are looking at some level of online pivot right now in 2020, that is a huge challenge is how do you break through the noise on what's happening online, which it's, it's kind of a shock to the system.

(29:27):

When you're used to just being well, I'm, I'm the financial planner in this zip code. That's what makes me different. And all of a sudden you're online and competing with all the other messaging. And I think what you just said is so important for entrepreneurs to understand is that when there is sometimes a fear of moving forward with a certain audience and leaving a past audience behind, right. But what happens is your work gets better. Your audience improves and you get to go deeper with the right people. And so anyone who's sort of struggling with that and, you know, things that avatar exercises are a big waste of time, they are painful, but very effective.

Jessica (30:06):

Yes. And I agree with you. And like I said, my team and I, you know, I've, I've recently hired some people and we're, and we're about to hire another person, which is exciting in social media management. And so like, all of that I realized is like so important. Like the fact that we have we've done that work and I have that framework and I, you know, I have that foundation. It's just easier when you're hiring, you know, it's easier, you know, when you're, you know, like we're bringing in the social media person, you know, she, she already looked at the brand board and, you know, we've gone from there. And so I would say, yes, those are some of the things that I think you try to avoid. Some people do. Yeah. I would say in my case, kind of just skip over it, you know, but it's slowing down and really taking the time to do all that work upfront. Yeah.

Laura (30:57):

I call it slowing down to speed up. That's what strategy work does. And strategy work is good. When you get to a certain level, you know, you can get to a certain level just by hustle and default traffic. And then, and then it's helpful to layer in.

Jessica (31:07):

That's where my business was. The first two years just got a lot of great results, made great money just from the hustle and the, you know, I don't want to say hustle, but just from that initial, you know, and then at a certain point, it's all those other things matter. Right. It's the leveling up. It's going pro, going to that next level.

Laura (31:26):

Yeah. And it's, there's nothing you can do to replace those early stage initiatives. Because if you start too early with strategy, which sometimes happens, right. People get like private equity funding and they bring me in and they're starting strategy too early. And I just say like, you just don't know until you're out there, you don't know what's going to resonate. What's going to work for you, what your audience is going to like, or it doesn't like, you, you really have to just get it started and then you can refine it once it's in motion.

Jessica (31:52):

Yeah. Even, even for you to find out who you don't want to work with.

Laura (31:56):

I think it's really important. So we're going to do some rapid fire questions before I wrap up the first is what's your favorite book?

Jessica (32:05):

Do I have to pick one? I have like a favorite book where like every category.

Laura (32:11):

I'm going to ask you to pick one and not, it's not yours. So that's always my practice.

Jessica (32:16):

Yeah. I know you don't have one yet. I have a couple woo woo things and I have like a Christian book. That's my favorite, but I will say my current all-time favorite. And like, we're teaching it in our course too is relentless by Tim Grover. Yeah. That's really good. That's like, you know, that's where the phrase comes. Um, you know, becoming unstoppable and I've been actually working with him closely the last couple of months and, or the last three, four months now, actually, it's just a great book for anybody who wants to like, you know, take their mind and their performance to the next level.

Laura (32:53):

Cool. What's your favorite vacation spot?

Jessica (32:55):

Honestly, this is going to sound cheesy, but where I live now. Yeah. Honestly, like I have fallen in love with the Pacific Northwest and, you know, I've lived a lot of places, you know, countries and everything. And I just love when we came here for vacation is

why we ended up moving here. I love being surrounded by the mountains, all the lakes, the rivers, I prefer it over the ocean where I grew up in and islands that we've lived on. So I honestly, this is my favorite place to be

Laura (33:26):

Cool. And what brings you joy in business?

Jessica (33:28):

Two things probably creating. Which is why I have to be careful, right. Because I can just create, create, create more stuff, more stuff. And then also really seeing a client or just even someone in our community, like have a, like a mindset breakthrough, like a, like a shift in how they think, right. A clarity it's like that, you know? Yes. You know, seeing them apply what we teach and, and having them do the work and get the result, but more so even than the result, it's just those moments of like connecting the dots to why and how it's possible for them. You know, like when they get that, I just love that, that those moments in business and working with clients. Yeah.

Laura (34:08):

The aha moments they're really rewarding when your coach or consultant, it's really our kind of, it's what you live for. So, um, and where can people find you to learn more about you and your services and see that sparkly bikini that I was talking about?

Jessica (34:21):

Well, you can see the bikini on Instagram @JessicaPerezBeebe on Instagram. I'm actually now one of the top five finalists for ms. Health and fitness 2020, which is a big deal, 20K cash prize cover. And the 20K for me is going to be going to helping me fund my nonprofit that I am in the process of birthing, which brings bodybuilding to at-risk youth, starting back in my hometown of Delaware as a way to really help them build a foundation of focus and discipline and personal responsibility. So that's where I'm on Instagram. And I'm telling you about the Ms. Health and fitness. Cause you may see that on there and you can vote for me for free. my website jessicaperezbeebe.com and I'm on Facebook as well.

Laura (35:12):

Cool. And we'll put it in the show notes. So thank you so much for joining. It was such a great conversation. I know a lot of people will get a lot out of it and they'll probably be working out today after listening so thank you again for joining. And I appreciate you being here.

Jessica (35:26):

Thank you, Laura. Bye.

Laura (35:33):

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