



channel mastery

#174: Russ Roca, Path Less Pedaled
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Kristin: Welcome back to another episode of the Channel Mastery podcast. I have a very special guest today and we are going to go into some great storytelling, great audience building and community generating content ideas for you. I'd love for you to meet Russ Roca, who is the Content Creator and sticker salesman of Path Less Pedaled. Welcome to the show!

Russ: Thanks for having me. I might be the first sticker salesman that you've had on.

Kristin: You definitely have. So I'd love to start by just having you give our amazing audience here at Channel Mastery, your background and how you founded this awesome community that I truly love, Path Less pedaled.

Russ: Yeah. Yeah. I'll go way back really quickly and then just kind of steam through. But back in about 2000, I discovered bikes primarily as a commuter and actually started a bike based business as a photographer, freelancing for OSI weekly, LA weekly, a couple of local magazines, and I did everything by bike. So that's where I got my first kind of grounding in bikes and using it as a storytelling tool. And in about 2009 my girlfriend and I sold everything, was a big, great recession. You know, we weren't missing out on much. So we figured we traveled by bike and that's what we did for three years, a big loop around the United States and then several months in New Zealand and after three years of not having a keys to a place as we called it, we wanted to settle down.

So we found ourselves in Portland and this is when our story, our story shifts again because we were in Portland when you, we still wanted to do something with bikes and media, but needed something that paid the bills. So we managed to work with travel Oregon, which is a, the state DMO state destination marketing organization. And we just got really lucky at that time. They're launching this big program to kind of promote Oregon as a bicycling destination. So we got hired to produce a series of about 14 videos you know, telling story of bike biking in rural parts of Oregon to attract cyclists, to stay in visit, do an iconic ride and spend some money there. So that was kind of our bicycle tourism phase of a Path Less Pedaled. And since then, we've moved away from Portland. We're now in Missoula, Montana.

And this is when I took you know, the audience that we already had and really short things up by putting a lot of eggs, actually all the eggs in the YouTube basket and developing a YouTube channel and, and kind of continuing the community through there. And one amazing thing is, you know, we've had, I'll get a comment or email occasionally saying, Hey, I remember back in 2002, when you were bicycling around LA taking photographs and they've stayed with our story over a decade to the current iteration.

Kristin: That's fantastic. And that's a perfect jumping off point because we're here today to talk about the community, but everybody kind of glosses over when they hear that. Right. So here we are in June of 2021, we're coming out of COVID coming through. We're hoping the tail end of, of the major pandemic and everybody listening knows that we have just this incredible influx of newcomers. They discovered and enjoyed the outdoors and cycling in a huge way in 2020 and through 2021 our team just finished UNBOUND gravel, and we just saw incredible traffic on online and just a lot of people tuning in and watching that. And I literally just finished this morning watching this recap by flow sports and it had the, the third and fourth place men's winners. And they were just about to cross the line, but they had a hundred mile guy.

He was probably in his mid fifties, full beard, literally like right in front of the camera, doing the like Vic cross the line, and then Ted King crosses the line. And I think it was the third place finisher, Pete steady enough, right? You couldn't even see them until this guy crossed the line. And I got teary-eyed seriously. Cause like that's the journey manager and women racer or compel non-competitor that you appeal to.

And I really want to dive into this today because we have a tendency in the active outdoor lifestyle and outdoor recreation markets and cycling to really get in, get in our own way. We have a track to go back to it. It always is competitive. And it's always about the athlete. And today we're here to talk about the enthusiast, not the athlete and the incredible loyalty that they have when they're able to be invited into and embraced in a community, which is exactly what you just described by some of your early followers and the OSI. So, and plus I love that you jumped into YouTube cause that is kind of, we all know it's such an important channel, but it's super hard to grow an audience there. So let's address that first for my, my dear nerds in the audience who love to talk about channels. Let's talk about why YouTube and how you grew it as successfully as you did.

Russ: Yeah. So I saw an opportunity in YouTube because we had an audience that was falling our blog and our Instagram. And, you know, thinking ahead for how we can be relevant in the, in the future, since we weren't continuously traveling, YouTube just seem like the next big choice.

I chose it primarily because it was hard and it takes a lot of effort to grow, but the people that subscribe and they continue to watch the videos, you develop such a deep kind of bond or relationship with them. And I think that's where YouTube really excels. I think lots of brands tend to use YouTube incorrectly. They use it more like video where, you know, we produce this amazing video. You should come watch it. You know, they treat it like a movie theater, but it's not a movie theater at its best.

It's a constant conversation. And that's what we try to do. We have content that's educational, that's entertaining. We're not always trying to sell stuff. The point is to, to create the content that kind of attracts the, you know, other like-minded, you know, party pays cyclists. And it, you know, I'm not gonna lie. It took a lot of work, a lot of time to get it to the point where, you know, it's sustainable for myself and my girlfriend, but we're there. And the beauty of it is that, you know, we've reached, you know, we, we crossed the big goal of a hundred thousand, but the thing is that there's really no ceiling. You know, that it's, if, if I, if we keep putting in the time, keep making relevant content, it would just more and more people you know, we'll find the channel and join the community.

Kristin: I have to ask you Russ, like through, through COVID we all were just throwing ourselves at YouTube, trying to feel like we were belonging somewhere. I was anyway. And I got really into like reptile channels with my daughter, researching RVs and Overland stuff and how to build out vans, et cetera. Like what kind of truck to pull what trailer? And of course my cycling, right. And a lot of that was like, what am I going to, what kind of bike am I going to get? And that's actually where I really started to go deep on your content. And you really do have a relationship with your viewers in terms of allowing us to come in and help you make decisions. I love that. And then just the way that you cover product is so different and, and I think that you really do a great job. And we work with lots of brands and brand leaders here who I think are overthinking their target audience sometimes. So how do you make sure that as you are evolving this relationship that you're truly just really spot on with your target viewer?

Russ: Yeah. I'm really influenced, you're probably familiar with Donald Miller, right? Yeah. The marketing guru. Yeah. And I take, I took his message to heart. It's like the world is full of, you know and not enough guides. So at the very base level, you know, I am not, you know, the hero of our YouTube channel. My goal is to help people on their bike journey, whether that's, you know, discovering learning about gravel bikes and, and geometry and tires and the different kinds of cycling. And I truly like look at our YouTube channel as, as a service, you know and that if I can usher people into cycling, get them excited, then, then we've done our job well.

Kristin: And I'll put links in the show notes for StoryBrand, it's a book by Donald Miller and he has a whole online universe that he teaches people. And honestly, when you watch it, it kinda, or when you consume his content, it kind of ruins going to the movies. Cause he literally shows the, kind of the blueprint of several stories and they all really distill into exactly what Russ just said. Like it's about us guiding our consumer in your case, your viewer, and you do a really good job. It feels like we are literally like sitting in your garage, talking about talking shop on bikes. So let's talk a little bit about stickers and hashtags and things that you've done that may seem like small details that are super important for that self identification. As my daughter calls it, merch!

Russ: We didn't dive into merch at the very beginning, I wish I'd had you know, there's this one, I forget which book I read it in, but the idea that what draws people together, isn't a common interest. It's a value system, a common value, right? So there are all types of cyclists. We all ride things that resemble bikes, but you put this all in the room. We don't

all necessarily get along. Like, you know, I don't have the same values as someone that's doing TT or that's riding fixed gear or is doing, you know, Red Bull rampage, you know, although we all ride things that look like bikes you know, I would necessarily, I wouldn't necessarily feel comfortable like hanging out with those people. Those aren't necessarily my bike people. So once I discovered that that what people wanted just wasn't bike content, but you know, friends that they can hang out with people that rode bikes the same way that appreciate the same things.

Then that's when kind of, you know, we started to, I started to deliberately create a language around the YouTube channel. So we have a couple sayings like the supple life, which started as a joke, you know, first referring to, you know, the big trend of big supple tires. So on the very base level, it means suspension, but on the deeper, more profound level, it means supple as in being like intellectually pliable and open-minded, and that's where, you know, because like, if you go to a channel there's videos about fishing by bike watercolors by bike, you know, it's, it's not just one thing. It's like being a polymath or a Renaissance person like taking all these things, incorporating it. And one of the other kind of phrases that came out naturally was a party pace.

Kristin: I love that one! Party pace!

Russ: And that really came out of a frustration at the kind of poor ness of the language of cycling. I remember getting into cycling, I described in my story that I was a commuter first and then kind of looking at other types of cycling and there was such an emphasis on suffering and hurting yourself and hurting someone else. And, and to me that just seems so foreign and alien, like, you know, I, I ride bikes because it's fun. I get to see places and, you know, over the years, you know, the language still persists, right? You got, do a group ride at most bike shops. There's the A group and the B group, you know, there's already this kind of subservient hierarchy set up. You know, when we rode at the time during the KANZA, we had no aspirations to, to finish anywhere in the front.

You know, we were trying to ride our own ride. But, but still like language on that stuff, it's like, you always feel less than there wasn't a sub, a celebratory word to just say,, my goal isn't to be at the front, it's just to ride the bike, enjoy myself at my own pace. So that's when, you know, party pace came about and people it's just so descriptive, right? Like you get, I feel like people got into it like almost instantly. So then we started making stickers around it. I'm holding up a sticker. I know this is a podcast, but all the stickers are very eighties inspired with holographic background. So something playful, celebratory. And you know, I made a video on the YouTube channel about, you know, we need to cyclists need to stop focusing on suffering, especially when trying to relate to the newer cyclist and frame it in the fun way. And that's hopefully one of our contributions to the cycling lexicon.

Kristin: Well, and let's talk about that because, you know, when we were doing our rehearsal, we talked about Everesting. That was something that, you know, really spiked during COVID. And it might be because there were just people who needed something to like focus on or train for, but I'd love to have you share your take, like why in the world would ever sting, first of all, let's tell the audience what it is. And then why do you think

that it's something that captured so much attention online versus what I think you're putting out there, which I think is just so much more appealing and fun.

Russ: For those of you that don't know what Everesting is, you know, it's kind of a self-inflicted challenge.

Kristin: Yes, perfect.

Russ: You try to ride, you know, the, the height of Mount Everest, I think in a 24 hour period, and it had its moment during COVID, you know, that existed before, but I think, you know, most of the people that were doing it were ex pros or current pros and for them, there was no theater or stage. Right? So it was just something to do. And, you know, I've been kind of curious, curious about it, but one thing that irked me was, you know, okay, so here's this challenge, which is cool. I'm not going to say it's not cool, but it's something that very few people can do. And yet it takes the lion's share of media, you know, whereas, you know, something like the concept, like party pace, you definitely a lot easier for more of the new cyclists to buy into somehow, you know, those concepts don't get the same lion's share. Right?

Kristin: Yeah. And I think that that's partially why I wanted to have you on the show today and, and use our platform to get your word out, because I want the community that does business in bike. I go out of my way to say bike industry or the industry, just because I feel like it's not inclusive. And I want everyone to feel like they can do business in bike and be part of a community. And that's how I feel like. And so you're in that community and you're your portal to this group of people that are coming in and wanting to feel part of cycling, yet get extremely turned off if they have to go into a, maybe a, more of an old school bike shop that might not know how to cater to people who are brand spanking new, or don't want like the newest, latest, greatest, but ultimately you're giving them a community and an experience to have. So I wanted to just talk with you about the notion of like every person marketing right. And how it is truly a conversation and not something that's so disruptive all the time.

Russ: Yeah. I mean, I think, you know, if you look at YouTube and you look at, let's say the tech industry, a lot of, you know, we were talking in, in the pre-show about like a camera reviews. If you look at who's doing camera reviews, it's like every person that's just like an enthusiast and they have so much more weight, they're not like hiring like Annie Liebowitz to talk about the latest and greatest camera or James Nachtwey, you know, but in, in cycling or lots of sports, it's still kind of the pinnacle athlete that becomes the sole spokesperson. And I think that's a really lost opportunity because I feel like, you know, they're definitely going to speak to, you know, a certain crowd, but for as many people, as you know, they attract, I think there is also a vast number of people that can never relate to them. You know, like I look at mountain biking content, you know, I look at you know, Red Bull rampage, almost kind of like a morbid curiosity, but you know, the, the channel that I gravitate towards that really speaks to me as someone like Seth's Hacks, you know, cause Jessie is just the normal looking person. I couldn't name a professional mountain biker, but I can, I know Seth and I feel like, you know, in road cycling and gravel, you know, that's, that's also, it's also the case.

Kristin: Right. Agreed. And I love also that you're like, when you go to PathLessPedaled.com and all the links will be in the show notes, you'll see that it's a, it's a well-rounded lifestyle that you're offering. It's not just the pointy end of like the most expensive lightest bike, et cetera. Let's quickly talk about the private tiers and in gravel that busted onto the scene before COVID, I mean, we had a couple of world tour people, racers that came over and kind of became this like a conglomeration of like sponsorships and we're leading the growth of gravel to, you know, the media anyway, they really were kind of at the pointy end of that spear in terms of growing. But really there was this whole wake behind their boat that was like the people who were running the party pace. So in the case of like the races, I think Ted King and Laura King might have coined it, the, the mullet race where it's like the business in front party in the back.

No, one's really talking to other than like, you know, creators like yourselves to the party in the back. And, you know, we love content just as much as everybody, we love to belong, just as much as everybody, we want to have things in our house that show who we are and stickers on our products, et cetera. So like, as I'm kind of talking through this, like, how do you feel like you've been successful growing this, even though you're not really one of those big names that's like attracting all those views or the media is kind of always backlinking to?

Russ: Yeah, I mean, I think again, you know, we, we appeal to, I think more than just, like you said, the, the pointy end of the spear. We did at the time it was called Dirty Kanza in 2018 and we documented the whole experience like we had, we had a friend Toby DePaul who coined the term a couch to Kansas, and we asked him if he could use the name for our video series. And I wanted to do it like in the true like couch to Kanza kind of way, not like a, you know, I used to race and I'm kind of out of shape and now I'm going to, you know, sharpen the spear again, this is like a true a hundred percent off the couch, kind of like a non-athletic cyclist, trying to get to gear up for, for at the time DK.

And, you know, we, we documented, we got, you know a coach for the first time monitored or ear or eating had a schedule. That, that training season was the first time, you know, we made a funny video about it. It's like, it's the first time I'm riding or riding a bike with a number on, because it was truly like a, truly a couch to Kanza event. You know, we, we did, we did the event we didn't finish but we still filmed it all the way through. And I think, you know, it was one of the harder video series to do, harder videos to create, just because we had been so public about this attempt and didn't meet the goal that we wanted.

I mean, you know, cause the typical narrative is, you know, you train harder, there's this like this Rocky montage and then you come out victorious. Right. But there is a lot of the carnage on the road and people don't hear their stories. So as painful as it was as challenging as it was, I wanted to, to, to tell that story and it's funny, cause I thought that it would turn a lot of people off from channel.

You know, like how you're supposed to be some, some group gravel guru or expert, but we actually got a lot of people that felt inspired by it that although we didn't finish, you know, we had made this attempt push, push ourselves further than we had. And they

felt compelled to, to, to ride the event or train for the event themselves, even in the failure or in the DNF. I don't look at it as a failure. I try to take a more stoic view. Like, you know, events are neither good, nor bad, they just are. And I just wanted to see where that was possible, you know what we were capable of.

Kristin: Well, and I don't know if I don't think you at all meant to do this, but one of the things that I read a lot about is how communities that are following people like you all, like when you're vulnerable and when you just share it, like, yeah, we didn't finish. Right. And they can relate with that way more than they can relate with, like, you know, you actually finishing and, and getting in there 45 minutes ahead of your time. And I don't know, I feel, and maybe it also made them feel safe. Like you're not gonna start hard charging, you know? Leaving the party pace.

Russ: I think that's, you know, ultimately I think on YouTube in particular, people want, you know approachable, I don't want to say experts, but approachable guides, you know, they're the YouTube viewer. Or even just the, the general content consumer these days, they're pretty savvy. You know, they can, they can smell the BS a mile away. They know when you're reading a press release, when you're doing a sponsored video and you're not, you know, on the, up and up with it. So I try to respect the intelligence of the viewer and be honest. And that's, that's all we can do. Like, I, I feel like most or many brands still treat marketing. Like, you know, we have consumers or viewers in the fifties where we can do like a you know, just read the press release and have a shiny picture and no flaws. And they'll, they'll buy right into their product, but that's not the case. Yeah.

Kristin: Especially after COVID with all the good, bad and ugly that was on display.

Russ: Yeah. I think people are more critical, cynical, and if anything, they, they crave the truth or something authentic.

Kristin: I agree. So how I know that YouTube is definitely a two-way channel. Right. Let's talk about how you treat your people who leave comments and then, you know, how you kind of further that and what you're seeing in terms of like, how to increase that what's working to get people to actually pop in and leave a comment on a video.

Russ: Yeah. yeah, there's the common strategies of, you know, asking you a question or leaving something open-ended or, you know, what should we review next or, or their experience with the product? We've recently, well, not recently, like last year we started a discord server and a lot of those conversations carry through to the discord servers. So currently we have about, I think, a thousand people on discord.

And at first I was, I was having to guide conversations, but now there's like a core group of people that just, you know, they self-monitor, they get really nerdy, all sorts of random topics, a lot smarter people than me in the discord. And I think that's that's been a pretty cool thing to watch grow, and people request different channels there. It's like there was a request recently for, oh, can you create like regional channels so people can organize their own party, pace rides, but then you know, their, their state or their city. And ultimately that was the, the end, I think, the end goal for the channel. Like I want, you know, people have a sense of community watching the videos, but to

translate that somehow into real life IRL. Right. And know, discord is one of those means you know, we, we hope to do kind of our own like party pace events in the future, or do a van tour and have little pop-up gatherings at different bike shops. And we had started to do that before COVID, but you know that's down the road.

Kristin: Yeah. I have a feeling that'll come back with fury here pretty soon. People really are ready for that. So discord, were there other platforms you were looking at or was that just the one that really made the most sense to you?

Russ: We're looking at slack, but then that felt too, like office worky, you know, and a lot of people use that professionally and discord has its flaws. Like you can't do comment threading. So it's like having one giant like group text basically. But one thing that is cool is on discord, if you're not familiar with it, it's very much like slack where you set up a, you know, kind of hashtag whatever channel. And if people request a channel, I'll create it and they can populate it, but it also allows video chats. So there's this I don't know if you're familiar with the whole idea of coffee outside. Yeah. So there was a demand for, can we have a virtual coffee outside during COVID when the actual ones couldn't meet. They're like, sure. So we set up you know, one of the, the users said we actually did this morning, every Thursday at 8:00 AM Pacific, you know, everyone hops on the video voice channel and we nerd out about bikes or current events or something. And that's been going on since, you know, at least for a couple of months.

Kristin: Awesome. That's very cool. So discord, and we'll put the, everything we mentioned in here, we'll put in the show notes for everybody. That's actually a really an interesting jumping off point and the fact that you you're probably getting requests and demand that you're seeing already for, in person as this person was asking for regional in terms of a physical meetup, is what I'm hearing.

Russ: Yeah. Yeah. You know, in Portland right now, they're in the, in the throws of, of a Pedal Palooza. So it's like a month long bike celebration and some shops and some groups have started using the term party pace, you know, it's a party pace ride, so, you know, Nope. There's, there's no trophies at the end if you finished first.

Kristin: Yeah. Hopefully they're pointing back to you all, but that's just the marketer in me saying. So what's the next step in terms of you growing this community more? So it's not even just about like YouTube audience it's about this, the whole community, because again, this notion of every person marketing, that's kind of what I really want to drive home. You're definitely showcasing that you're adept on YouTube, but it ties into the goal of like marketing to that target audience that you have, that's not the pro, not the athlete. So what's next in terms of like growing this audience and keeping them nurtured?

Russ: Yeah. I think in person, some kind of in-person event we were actually supposed to collaborate with Snow Peak and her friend that's swift industries for this event in Portland. But we couldn't do it just circumstances. But that was gonna be, we going to have classes on how to, you know, go birding by bike, how to go fly fishing by bike or watercolor by bike. So stuff like that, people, you know, they want to use the bike as an exploration tool and just facilitating that. I know that one of the bike events that we are

hopefully going to attend this year is this one called the Ochoco Overlander, it's out in Eastern or central Oregon, and it's a semi supported bike packing event, which is pretty cool. That is cool. Yeah. So it's, it's plenty hard, but and you do have to carry some things, but they carry the bulk of it. And when you arrive at camp, there's a campfire and beer and barbecue waiting for you. So it's, it's pretty awesome.

Kristin: That sounds amazing. I'd love to do something like that. So you've had an online presence since 2009. When did you introduce Patreon?

Russ: That came in, I'd say about three years ago. And that was a really pivotal time because, you know, I was talking about YouTube growth and monetization, or it didn't get into monetization, but it's very hard to monetize well. And I was really at my wits end. I think we were at 30,000 subscribers, you know, at that subscriber rate AdSense, you know, if you work at a burger king, you probably make more than most YouTube creators, let's say. And just to make it, you know, to make it sustainable. Like someone suggested Patreon. They're like, okay, well, we'll try it. And, you know, some, some people say signed on. And then as we try it, as we start to kind of refine the value and the Patreon community, more people signed on and then during there's, you know, almost doubled you know, people and the big comment that we got was, you know, I realize I'm spending eight bucks a month on Netflix, but I watch YouTube a lot more. And I wanted to make sure you stick around this as a channel. So that's when we got a really big influx in the Patreon.

Kristin: And have they changed a lot in terms of features on Patrimon lately? I thought I've been reading some things, but time work is kind of happening. Maybe that was before COVID, I'm not sure what's been going on with Patreon?

Russ: There's no like huge change. I think the biggest one is in terms of the, the the subscriber model people, you can offer an annual membership instead of people that instead of people like paying every month. So that definitely appealed to, to more people on our end, you know, we've worked with some brands that we truly love and have asked them, like, we know, love the founders. Hey, can you offer our Patreon supporters like a 15% or 20% discount code that's, you know, behind the paywall and only they get to use it. So that's been how we've been using Patreon to sweeten the deal.

Kristin: That's awesome. Okay. Well, cool. This has been great. If you can depart before we S you know, give us a little bit of like a you know, statement of guidance to maybe the, the more traditional bike industry, Russ, how can they do a better job marketing to everyone instead of just marketing to the, you know, spandex clad racer, who's concerned about weight, et cetera?

Russ: In the midst of COVID, you know, BRAIN, bicycle retailer magazine had this one article talking about, you know, what bikes were selling and how it was an opportunity. And the, the firm that they hired to conduct a study on sales said specifically, you know, it's, it's time to, to move past the pinnacle athlete. Not that they're not an important market, but this is like a time, like no other to really capture, you know, this new, you know, you, you class, a cyclists. And for the most part, I think the bike industry has really failed that and, you know, and I think, I thought COVID was an interesting time because there was

no events. So there wasn't a stage for athletes to perform and, you know, for, for them to supposedly attract more cyclists. But if you look at, at the period of COVID massive bike sales, right, massive people getting on bikes and no bike races. So to me, that kind of derails the, or decouples the idea that we need races, we need, you know, these amazing athletes to get people on bikes when there's clearly other factors that they got way more recycles on bikes, and then, you know, just pure than, than just the competitive athlete. I think that model, especially working in YouTube seems broken in antiquated. You know, like I said, I couldn't name a professional mountain, biker saved my life, but I know Seth's Bike Backs. I know Brian from BKXE.

I know these people because, you know, they talked to me every week. They provide me valuable information, you know, I don't care if they ever podium, but they're helping me out personally. Whereas I think the traditional athlete model, some have been able to cultivate a YouTube following like Phil Gaiman. I know Ted King's trying it, but for the most part, they still seem very unapproachable and yes, they showcase product. But I think there is a savvier consumer today and they know that, you know, they're, they're probably using what they use and running what they ride because they're getting paid and there's nothing wrong with that. But it'll only go so far.

Kristin: Agreed. That's such excellent advice. And honestly, there's a lot of captain obvious there and what, what do we do when we don't see the way forward, or when things have really shifted. We always, as humans go back to what we've always known, right? It burns less calories in our brains. And what I think, you know, the true opportunity there is like, get uncomfortable, go meet people, go bike, fishing, go bike, birding, like give these things to try sponsor something new at your dealer that might not involve, like here's how to pack for a 200 mile gravel race or whatever. So I think that's, that's incredible advice. And I want to thank you so much for being here today and tell everybody where they can learn more about you, both at your website and, and with YouTube.

Russ: We have an Instagram @pathlesspedaled, which is pretty active, a YouTube channel. If you just search for, Path Less Pedaled then that should pop up the website, pathlesspedaled.com. But truly, YouTube is a place to find this Instagram as a place to, to communicate with us and a discord. If you want to hang out and do coffee outside virtually.

Kristin: And join the community and support what they're doing. And you'll see amazing watercolors, because Russ is also an artist. So yeah. Thank you so much. It's awesome to have you on today and I look forward to having you back soon.

Russ: Cool. Thanks for having me.