

Episode 84

📅 Wed, Aug 14, 2024 4:30PM ● 1:06:55

SUMMARY KEYWORDS

momprenneur, meal prep business, Meal Prep Life, Smoothie Life, Sidney Ohio, family business, special needs parenting, Down syndrome, entrepreneurial resilience, rock bottom moments, healthy nutrition, work-life balance, loneliness of entrepreneurship, divorce and rebuilding, business expansion to Piqua

SPEAKERS

Jason Duff, Julie Casiano, Ethan DeLeon

J Julie Casiano 0:00:00
When you are so out of line with how you should be living, um, everything falls apart.

E Ethan DeLeon 0:00:08
Welcome to the Small Nation Podcast, brought to you by Coverlink Insurance, where people are more important than policies. On this show, we unpack lessons from entrepreneurs, break down development strategies, and do deep dives on small town success. Our goal is to provide value to our listeners by hosting conversations that teach, inform, and Hey everyone, my name is Ethan DeLeon and I'm here in the studio with the founder and CEO of Small Nation, Jason Duff. Today we're excited to have, in her words, mompreneur Julie Casiano on the show. Julie, welcome. Hi guys. Julie, welcome to the show.

J Julie Casiano 0:00:47
Thank you for having me. I'm so excited to be here.

J Jason Duff 0:00:50
So I had the pleasure to meet Julie. It's maybe only been 3 months, but she, I've heard of her and I have known and been following her businesses for a number of years, but my little bit of time of getting to know her and her business, I walked away like higher energy, like excited, and like wanting to know more about her story. So I have been looking forward to this podcast all week.

J Julie Casiano 0:01:16
So funny.

J Jason Duff 0:01:17
I'm serious.

J

Julie Casiano 0:01:18

I do remember the first time that we met, and I think I like, uh, just like exploded, like so much stuff in a short time. And they were all probably looking at me like, is she ever going to shut up? And I'm like, I have a lot to say, you guys. Like, how much time do you have?

J

Jason Duff 0:01:37

Well, the thing about that is I think she was trying to also shock us because, you know, what I love about Julia is she is very transparent about her journey and her story, which we're going to hear more about in a little bit. But as we were walking through that, it happened to be that it was members of the Small Nation team. Many of them are other entrepreneurs.. And as she was going through like bold life decision number one, bold life event that she didn't decide but happened to her number two, we're all like, yeah, yeah. And I think she's like, what's wrong with you? But like, they're not shocked. No, because believe it or not, that story and those events help shape who you are. And so I'm just excited to, to hear a little bit about that. And then also she's going to be sharing some really exciting news on the podcast today about something new. Yeah, that we are equally excited about that's going going to be happening in PIQA. So, um, you definitely want to listen to the end of that. But on that note, Julie, tell us about yourself. Where is home for you? And, um, tell me about that, that life in, uh, Sidney, Ohio.

J

Julie Casiano 0:02:41

Okay, uh, home is Sidney, uh, born and raised there, been there forever, graduated from Sidney High School. Um, life in Sidney is really, really good. I am a small town girl through and through.

J

Jason Duff 0:02:58

So she happens to be wearing a shirt, the Small Town Champion shirt. So thanks for, for wearing the swag today.

J

Julie Casiano 0:03:05

So I know somebody just gave this to me today.

J

Jason Duff 0:03:07

You earned it.

J

Julie Casiano 0:03:09

Yeah. Um, yeah, so I mean, I'm a small town girl and, uh, very, very family oriented. I, um, you know, I'm proud and, you know, happy to have a business in Sydney. And it's home and it always will be home. As excited I am to venture out into other communities, Sydney will always be my home base. It's where family is and family is the heart of it all.

J

Jason Duff 0:03:38

Love it. And just to get us started here, you not only have one business, but you have multiple. So I want to quickly highlight those and then we'll kind of maybe get into the story of how you got into those. For entrepreneurial audience here. But, um, so what, what was the first out of the three businesses?

J

Julie Casiano 0:03:54

So the first business, um, is Meal Prep Life.

J

Jason Duff 0:03:58

Okay, so let's just start there. Let's—

J

Julie Casiano 0:04:00

you could say that was my, my first child. Um, it's the most needy child, and right now it's the most annoying child. And, uh, I have a couple—

J

Jason Duff 0:04:11

it's not easy because I'll just share as someone that grew up to, a mom and grandmother that were incredible cooks. When I became an adult and had to fend for myself, it was like, I can make grilled cheese and tomato soup, but that was like taking the tomato soup out of the can and pouring it in a bowl and putting it in the microwave. There are a lot of other people that maybe don't have the skills to cook, or secondly, their lives are so busy that they don't have the time to put nutrition and quality into it. So when you first introduced the Meal Prep Life, like a light bulb went off in my head saying like, I think that's a really big need in a lot of places.

J

Julie Casiano 0:04:53

It is. It truly, truly is. So Meal Prep Life, when I started this, I would say that my general target audience was busy moms like myself. You know, it was, you know, when you find something that is very, very important in your life, that you need, that works for you, it makes you think, there has got to be more people out here that are struggling in this area like I am. And food, honestly, I mean, food, it's everything. And as I got into cooking and really desiring to help other moms, like me that were busy, you know, kids, trying to hold down a job and, you know, the household duties and all of those things. And also, you know, trying to be healthier. And, you know, I just had a baby at that point. So, you know, women, we have a lot of pressure on our shoulders to, you know, bounce back after babies and, you know, take care of ourselves. Um, you know, I also realized how meal prep life wasn't just for busy people, busy moms. I mean, you then have— I feel like in the heart of opening meal prep life was also the beginning of the CrossFit phenomenon. Yeah.

J

Jason Duff 0:06:22

Group fitness.

J

Julie Casiano 0:06:23

The group fitness phenomenon. It is the time when people started to count their macros. And to watch their nutrition and—

J

Jason Duff 0:06:33

Protein intake was huge.

J

Julie Casiano 0:06:35

Yes, all of those things. But then as you start to cook for people and realize that everybody needs help in that area. So it definitely branched out to my target audience was busy working moms, then the fitness industry and people that were really wanting to take care of their bodies., you know, people that just live alone or, you know, couples, just two people, you know, parents, their kids have left the house, cooking for one person or two people is no fun. It doesn't even make sense for a lot of people. You have a lot of waste. It costs a lot of money. It's smarter and cheaper sometimes to just eat out. It really is. Yeah. You know, so it branches out into so many different directions, you know. Everybody has a need for good nutrition, good food. And honestly, everyone's pretty busy.

J

Jason Duff 0:07:33

And when you first started, was this something that you instantly thought that you could grow and scale and this would be your business? Or did it just kind of grow organically?

J

Julie Casiano 0:07:42

Yeah. Oh, god, no. I did not ever think that this would become a business. I honestly never thought that it would be something that I did outside of my home. Honestly, when I started Meal Prep Life, if I could make enough money to pay the internet bill and the cell phone bill at my house, I was doing big things.

J

Jason Duff 0:08:05

Yeah, it's a win.

J

Julie Casiano 0:08:06

Totally. So it was something that I was like, I can do this on a Sunday afternoon.

J

Jason Duff 0:08:13

Was it kind of like a hobby-based business? Or you just were— you weren't thinking about the scale and the growth of where this was. Just survival. Survival. It was a survival move, and it was something you could do at home with, with your kids, right?

J

Julie Casiano 0:08:28

Or you're not legally—

J

Jason Duff 0:08:29

I mean, right, because there are a lot of licenses and rules and barriers. Even if you wanted to jump to that commercial, uh, there's a lot of— there's a big step to that.

J

Julie Casiano 0:08:40

Yeah, yeah. So I, I didn't have any of that in mind, you know. I was just planning on staying under the radar doing what I could from home and just trying to make, you know, a little bit of extra money to help, you know, and run the house.

J

Jason Duff 0:08:57

Yeah. And then how did it grow? How— like, what was the shift?

J

Julie Casiano 0:09:00

The shift? So many of them. Um, so I would say the shift, um, The shift was very organic. There wasn't a sudden boom or increase. Since I was cooking from my home, you know, there was that fear that I had that one day the health department was going to come knocking on my door and everything would be like— well, I don't know, I probably would have just been like, screw you guys, and I'm gonna do it anyways. Yeah, have to, because you were in survival mode. Hide it a little better. Yeah. Um, Yeah, I don't know. That probably wouldn't have stopped me, honestly. But it was a very organic growth. And it was because of the people and word of mouth.

J

Jason Duff 0:10:00

So you probably were sharing on Facebook some of the recipes that you were doing for people, or customers that you were interacting with with the gym maybe were posting about you. Is that kind of what I saw from the outside in looking at how your business was growing is getting that feedback of people saying, oh my gosh, this was delicious. Or, oh my gosh, I'm working with my trainer and eating this food, knowing nutrition is a big part of that, I'm getting these results. That has to feel good.

J

Julie Casiano 0:10:29

Yeah. Right?

J

Jason Duff 0:10:30

Yeah, for sure. Like it brings you confidence that even if you didn't know that this was going to become a business, that feedback loop of hearing from people This is helping my life. Did that fuel you up?

J

Julie Casiano 0:10:43

So much. All the time. All the time. I probably have so many screenshots of people that would share their stories of their weight loss or having their A1Cs— what's that called?

J

Jason Duff 0:11:00

A1C, their sugar.

J

Julie Casiano 0:11:01

Their A1C checked at the doctor and how much better their A1C got, their cholesterol levels. Just how much time it has saved them, the convenience it saved them, so many different things. Yeah, that's super rewarding.

J

Jason Duff 0:11:19

And pivoting with the meal prep life, while you were building this, flipping to your personal life, there were some really big events that were happening there too.

J

Julie Casiano 0:11:31

Yeah, when I say that I started this out of survival mode, I mean, that couldn't be any more true. I was at a point in my life at the age of— what was it, 8 years ago? How old were we 8 years ago?

J

Jason Duff 0:11:48

We are the same age and she's asking me to do math. And this is the musical theater major doing math. Ethan, I'm going to direct that question to you. I don't know how old you are now. 42. 42, 8 years ago.

J

Julie Casiano 0:11:59

How old were we? 34. Yes. Why is this taking us so long?

J

Jason Duff 0:12:08

Well, math was never my expertise. We could always ask Suri.

J

Julie Casiano 0:12:16

Yeah, 34.

J

Jason Duff 0:12:17

Yeah.

J

Julie Casiano 0:12:18

Wow, we were just some young people back then. Were you doing this back then? No, you weren't?

J

Jason Duff 0:12:22

No, I was learning just like you were.

J

Julie Casiano 0:12:25

What were you doing?

J

Jason Duff 0:12:26

Well, I was trying to figure out real estate, and we had a town that had lots of empty buildings, and I knew it couldn't get any worse than it already was, so we had to do something about it.

J

Julie Casiano 0:12:38

You're a dreamer.

J

Jason Duff 0:12:40

Yeah, yeah, you have to have a dream. Yeah, but you know where I think you also have to have these events that kind of make you stronger and harden you a little bit to realize you can have a dream, but you have to work really hard. So like, in your life, like, and you and I've kind of shared about this, but those, those personal life events that hit you, you really can't go back and fix it. And maybe you don't want to fix it because it wasn't meant to be fixed.

J

Julie Casiano 0:13:10

Mm-hmm. Yeah. So going back to like, you know, the survival mode, I was 34 years old. I had, you know, two other kids. My son was getting ready to start kindergarten that year or the next year. And I found out that I was pregnant. And I know you guys know a little bit of my story and a lot of people that follow me on social media personally or with Meal Prep Life or with Smoothie Life, a lot of you guys know a lot of the background on how all of this came about. But imagine being 34 and having no intentions of having any more kids. Then, you know, one day, like, things start to smell a little funny, you know, you feel a little sick. And I'm not lying, I thought I was dying. I remember this, it was like the month of December. And I was like, something is wrong with me. There's no way I could be pregnant because my husband had had a vasectomy 4 years prior. You know, we were not having any more kids, but I felt like crap. And I went to Kroger's that one night and I was just like, you know, I feel so sick. I was gonna get some like meds or something. And I decided that I was gonna grab a pregnancy test just to rule that out. You know, when you don't feel good, you just gotta rule everything out. And I went home and didn't even tell anybody that I was taking that pregnancy test because it was just so foolish that I would even be taking a pregnancy test. And that sucker was positive like, Bam. And I'm just like, what? Holy crap. Yeah, like, how is this? What is going on? Um, and it's crazy because that life is so crazy. In an instant, your entire world is turned upside down. In an instant. Um, and yeah, I mean, I found out, yeah, no, I'm having a baby. And I'm like, well, crap, this is— here we go—

J

Jason Duff 0:15:11

plans. Okay.

J

Julie Casiano 0:15:14

Yeah, so through the pregnancy journey, I also found out about midway through the pregnancy that it was a girl. And then I found out that my baby had a serious heart defect, which is probably the scariest news you could ever receive. And then I also found out that she had Down syndrome. So, you know, once again, in one conversation, you know what I mean? One random afternoon, bam, everything changes again and again and again. And so, you know, being in survival mode, I was in survival mode for quite a while. You know, not just survival mode, you know, rock bottom mode.

J

Jason Duff 0:16:04

I was gonna say, when you were going through that, Did you feel supported? Did you have people in your life that you could confide in or vent to? Or because all of those kind of things, there's not a lot of people that maybe have that life experience to help you or know what to say.

J

Julie Casiano 0:16:26

Yeah. I would say Very, very minimally. I think if anyone is to find out some crazy news like that, what's the first thing we do? Start Googling crap. We start trying to do our own research. And we're scouring the internet for anything. And from that moment on, I became so interested in scouring what people look like with Down syndrome. I didn't really know very many people with Down syndrome growing up or in my life. Looking for videos to watch, what is a person with Down syndrome gonna be like? There was a couple shows on TV that, I can't remember what they were called, but there was a couple TV shows out during that time.

J

Jason Duff 0:17:21

Just to prepare mentally.

J

Julie Casiano 0:17:22

Yeah, individuals with Down syndrome. So really trying to learn what I could from the internet, which is not really the best. I did start to connect with some other moms in the area that had kids with Down syndrome. And then also the heart issues was definitely more overwhelming than the Down syndrome for sure. I think that it was hard to focus on Down syndrome because it's like, okay, who cares about that? My kid has something wrong with their heart. So I started to educate myself on that. And I mean, it was—no, I wish I really didn't have much support.

J

Jason Duff 0:18:09

I held a lot in for sure. And I think being a small business owner, we have had a number of episodes that have talked about how lonely it can feel at times. And, you know, adding in those other elements that Julie shared, like, that just compounds upon just all the, the difficulties of being a solopreneur. Because it's probably at that time in your business, like, you're the salesperson, you're the chef, you're the delivery person, you're the accounting person. You didn't have a whole team, right? It was you. And then you're trying to also figure out, how am I— how am I being a mom? Taking care of my two other kids, plus I've got one on the way that is going to have some really unique conditions that I have got to figure out. So like getting through that journey, let's talk about, um, you had another really big life event that happened to you. Was that after the baby, after she— after your daughter was born?

J

Julie Casiano 0:19:08

Um, yeah, so Gia was born— well, she just turned 8 years old. She just turned 8 years old on Sunday.

J

Jason Duff 0:19:16

Happy birthday! I know.

J**Julie Casiano** 0:19:18

Yeah, time flies by so fast. I used to think that that was the hardest time in my life, starting a business, not knowing what I was doing at all, literally at all. I mean, when I started this meal prep business, I didn't even own a computer. I really honestly don't really know how to do lots of the fancy stuff on the computers. I cannot. Make an Excel spreadsheet. No, none of it. I mean, thank God you can find people that are good at that. Exactly. Thank God for Canva. That's a lot of fun. I mean, Canva is pretty, pretty cool. Great tool. Um, yeah, so I thought that that was, you know, the, the hardest thing that I would ever have to go through, um, is, you know, dealing with medical issues and, you know, the struggle of being a new mom and juggling all of those things. Um, But, you know, once again, one conversation on a random afternoon and your whole entire world can flip upside down once again. And, you know, it's like, how are you going to respond to that? You know, um, last spring— so let's see, we're good, I don't know, 7, 6, 7 years into the business. Um, There's a lot that happened, you know, in between there that I could tell you guys about. Um, lots of good, lots of, lots of good, lots of things that probably a lot of business owners don't talk about, um, which I'm always willing to share. I'm such an open book. I think it's really important to be an open book too, because people sometimes view entrepreneurs like me and you, and I think sometimes they think Wow, life just must be so easy. Life is just so easy. Oh my God, you start a business, you can just create your own schedule and set your own hours, and the money just rolls in. You just make a ton of money, and it's so fun. You know, I just make new smoothies all the time and create recipes, and you know, okay, yeah, we know, right?

J**Jason Duff** 0:21:27

Well, they don't talk about the— it's what you never can turn it off. It's always a constant low-level anxiety of what shoe is going to fall next or what crisis are you going to need to step in to solve. And you actually care more about your employees than you do yourself. And so sometimes it's like you're always sacrificing and you're the ear that they need to vent to. You're the person they come to with problems that, that you, you know, you want to be that person that, that can help them with those problems. But it's sometimes— and that's kind of why I asked that question about the journey of going through? Did you feel supported? Because sometimes what I find, it's the entrepreneurs that take care of everyone else, but they aren't there investing to protect themselves.

J**Julie Casiano** 0:22:20

Yes, yes, yes. Gosh, so much of that. So much of that. I'm going to tell you about the, the, the real rock bottom that I most recently experienced, but then remind me because we will tend to get sidetracked. I want to, I want to tell you about looking back at that now, some of the things that I see led to that, that I didn't see, um, then that I see now. Okay, sure. Um, So last spring, well, let me just take you back real quick. You know, Meal Prep Life started to become so great, so amazing. Obviously in the midst of all that, I opened up Smoothie Life and—

J

Jason Duff 0:23:14

Which is amazing, by the way. If you haven't been, like, the smoothies recipes are delicious and it's not powder, it's actually fresh fruits and vegetables. And the speed that the staff like can turn them out and they're really high quality. But impressive. In the, in the bar itself, there's also grab-and-go. So you've got salads, you've got dips, and then the specialty that I'm just going to rave about is I feel really good when I get a salad. And then they have a display of the coolest and most unique protein balls. And any of you that have had them, like, they're loaded with peanut butter and they're loaded with chocolate chips and all this delicious, but They are protein and my coach says I need to get more protein in my life. So the healthy balance of that is to get a salad and 4 or 5 protein balls. And you're supposed to space them out. But I'm in my car coming back from Sydney. Ah, yeah.

J

Julie Casiano 0:24:14

I know.

J

Jason Duff 0:24:14

They're so good. They're so good.

J

Julie Casiano 0:24:16

I left a bowl of protein balls at BUILD.

J

Jason Duff 0:24:21

Don't tell me that. I will go back and find them.

J

Julie Casiano 0:24:24

So thank you. You're going to have to fight Beau for them.

J

Jason Duff 0:24:26

Yeah, there you go.

J

Julie Casiano 0:24:28

Well, he's not there today, but yeah, I tagged him in a—

J

Jason Duff 0:24:31

So Smoothie Life is really a treat and a destination in Sydney. So, yeah.

J

Julie Casiano 0:24:36

It's so good. It's so good.

 J**Jason Duff** 0:24:37

All right. At this time, we're going to take a quick break to hear a word from our sponsors. Come check out 600 Downtown Pizzeria in downtown Bellefontaine, where they cherish the art of making the most authentic, unique, and delicious world-famous and award-winning pizzas. Their team hand spins each pizza the old-fashioned way and only uses the freshest of ingredients. Come see why they were featured on the Food Network. If you are looking for a dynamic workspace in the heart of Bellefontaine, look no further. Build Cowork and Space is your destination for creativity and collaboration. With state-of-the-art facilities and a thriving community, this is where innovation happens. Join them today for as low as \$99 a month and build your success at Build Cowork and Space.

 J**Julie Casiano** 0:25:17

I have Gia, you know, she's the inspiration behind all of this. She makes me want to be a better person. And a few years into the business, it was the best decision for our family for my husband to quit his job, you know, and to join the family business full-time. I was getting so overwhelmed. You know, I'm, Definitely an accidental entrepreneur. I don't have any background in business. I don't have any background in marketing or sales or I don't even have any culinary experience. So this I'm learning as I go. Lots of mistakes along the way. You know when you have those aha moments when you figure out that you can do something so much simpler and then you're like, Why has it taken me 7 years to figure out that I could do this so much easier? Those happen all the time, all the time. But it was the best decision for our family if he quit his job and joined the business so that we could, you know, be the best parents that we could be. You know, raising a child with a disability, it's a very difficult job. It's a different lifestyle. I never wanted to have to put my kids in daycare. Not that that's a negative thing, but with Gia and her special needs—

 J**Jason Duff** 0:26:51

Personal choice.

J

Julie Casiano 0:26:52

—being there is super important, having that solid family unit. And so to have a family business allowed us to do that. There was always mom or always dad, and we could shuffle the kids around. Snow days happen at school in summertime. And, um, you know, really, really such a blessing to be able to do that as a family. And, um, pretty much all that came crashing down, you know, one day last spring, um, and I had, um, an employee quit, and I was devastated because I was in a really— I don't know You know, you get into these funks, you know. Um, I'd probably been in this funk for quite a while, one of those funks where you're so overwhelmed all the time, where you are just exhausted, exhausted, because you are constantly pouring out of an empty cup day after day after day after day. And you're very lonely because, you know, we can get into the loneliness of entrepreneurship It's a thing. Oh God, it's a thing. And I had this employee quit and I needed her. And I was so upset. I remember going into the office and just breaking down in tears to my husband. Like, I just don't know how much more I can take. I'm putting in so many hours here being the creator. The visionary, the chef, the one that is actually producing everything, overseeing everybody, the pressure of marketing, sales. When you have your own business and then there's not another source of income, everything's on you. It's a whole nother level of pressure. There's no backup plan here. That's a whole nother level of pressure that we could also probably talk about for an hour. There's no backup plan, you know, there's no, you know, my spouse has a job that brings in the steady income that's going to pay the bills. No, it's all on your shoulders. So, you know, entrepreneurship and having a business, it's not a 9 to 5 Monday through Friday job. It's a— you, you live it, you breathe it, you know, every day, all day. So that employee quit and she was pretty valuable. She was also my friend. And it was really upsetting. And she texted me and I didn't really understand why she was quitting. And she told me that it's not me. I've been great, blah, blah, blah, which truly, yeah, that's the truth. Because you become kind of a family within your small nation. I'm sure that you guys have a family unit. You become really close to your people. You care about them. You spend more time with your team at work a lot of times than what you do with your actual families. So they get to know, um, all the sides of you. Um, yeah. And I, I reached out to her for a couple of days trying to convince her to not quit and trying to figure out why. And, you know, just trying to get her to, you know, understand, like, whatever it is, like, we'll figure it out. Like, we can make this work. Like, I don't know what's going on with you, but I can help you. And she called me one day because I'd been begging her. And the conversation did not go as what I thought. She told me that the reason why she had to quit is because she's having an affair with my husband and she's in love with him. And you want to talk about a, you know, that pain conversation that changes your whole entire— flips your world upside down. Yeah. Um, yeah, I mean, just like, what the— like, what the hell? How could this even have been happening right in front of my face? Like, are you kidding me? Like, am I that stupid? Um, maybe. Or maybe I was really caught up in my business. You know, maybe as you're growing a business, your life becomes out of a line. You know, maybe because my husband became more of a business partner. And I don't want to bash either of them in any way. If you'd have caught me on here 6 months ago, I may put a public announcement out that I'm going to beat some ass. You better watch out. Coming for you. Not anymore. I've grown. I've healed a lot. Yeah. Good for you. So, you know, my entire world came crashing down on me. You know, like, it's just like, I don't— for one, I couldn't— like, I can't do this by myself.

J

Jason Duff 0:32:08

Yeah, right.

J

Julie Casiano 0:32:09

I don't even know how this could have happened. Then you have the anger, just lots of anger, um, the sadness, and, um, so many different emotions, you know. Um, you know, how could something like that happen? I mean, honestly, like, yeah, it's, it's not easy to—

J

Jason Duff 0:32:34

so it's a new deepest, darkest times. And I really respect how, like, time provides perspective. And in those situations, we can't change other people, but we can change how we respond to it. But I think it's really mature as you've reflected on it. Like, if that hadn't have happened, you wouldn't be who you are today or right now? You—

J

Julie Casiano 0:33:04

yes, like, bingo. Um, things definitely change. And sometimes when you're in these moments, you know, that you call your rock bottom moments, and you, you cannot even see a smidgen of light at the end of the tunnel, um, you know, I think— I know that if a lot of us were to look back, as I'm looking back on, you know, some of those deepest, darkest moments, you know, where it was just the greatest adversity of your life, your, the biggest growth probably has come from your deepest pains and your hardest times, you know? Like I can, you know, tell you for sure that the biggest growths in my life has come from, the, the hardest times in my life, you know, having a baby with a heart defect and Down syndrome and becoming a special needs mom, um, the fight that I had to have to, you know, be able to, to do juggle everything I had to do during that time. I needed to make money for my family. I needed to be there for my other kids. I needed to be there for her. I had to figure out what am I gonna do, you know, um, moving from survival mode to thriving.

J

Jason Duff 0:34:31

And I, I love how you just mentioned the importance of understanding the, the journey of becoming the origin story of, of a superhero. I mean, if you think back to your favorite superhero growing up, and I always remember Superman and like there was kryptonite and you know that, that kryptonite would like weaken him and he couldn't, you know, he didn't have the energy to do anything. And I think that everyone in our lives, like, we have this kryptonite. Sometimes it's real, real events or real things. A lot of times it's stuff that we have as a limiting belief or something that's holding us back. And so I just, I appreciate you being vulnerable on the show, like sharing those, those life events and, and how that has kind of shaped you. But I also know you mentioned this idea of looking back and providing perspective. Like, of— can you share more about that, of that, that looking back of what, you know, with your maturity and your lenses that you have today?

J**Julie Casiano** 0:35:29

Yes. Um, and these are things that if people have followed my journey, um, I've always been pretty transparent on social media. Well, actually kind of not, you know. I am more transparent now for sure. But these are things that if people to look back through my journey, they would probably be like, wow, Julie, she's just got her shit together. She just always has. She just must be made this way. You start a business from nothing, it becomes successful, you start to make more and more money. We're able to buy a better car, move into a bigger, more beautiful house. Your kids are all healthy. Everyone looks good. Pinterest perfect family vacation photos. And we're all wearing matching pajamas on Christmas morning and blah blah blah. Um, but you know, and then, and then something happens. Like, what, they're getting a divorce?

J**Jason Duff** 0:36:31

Like, we would have—

J**Julie Casiano** 0:36:32

everything looked perfect. We would have never seen that coming in a million years. Oh my gosh, they looked like the picture-perfect all-American family. They were just living the American dream over there, you know? Like, what the heck? Um, because there's so much that people don't know that goes into going all in. I mean, you know, going all in like, like I have, like we did with our business, um, and the importance of going all in and sacrificing yourself. Um, you know, I was— there was definitely a time that I can look back and admit now that I was becoming, um, fueled. I would say I was becoming fueled by the, the gratification that I was getting from social media, you know, mainly.

J**Jason Duff** 0:37:27

Well, we're studying a lot of that now, um, and you know, you talk about the perfect picture, us having the need to portray confidence, happiness, knowledge, you know, that's a big part of what is in building a brand and telling a story. And Facebook for small business owners, you know, 15, 20 years ago, we were getting a huge amount of reach and we're able to connect because it is lonely with other small business owners and sharing in that journey. But I think part of the shift that has changed that we're now waking up and realizing is that there, there can be the dark sides to the addiction to the likes and the comments and the needing to stay on advice or the devices when there is so much more life to live. Mhm.

J**Julie Casiano** 0:38:18

Um, yeah, we can become very out of balance. Um, you know, when you are starting a business and it becomes— starts to become successful, it's, it's addicting. It's super addicting.

J**Jason Duff** 0:38:32

Yeah, best dopamine ever. Yeah, because you have the highs and the lows, and like, we're gonna figure it out, you know?

J**Julie Casiano** 0:38:39

Especially like when you've kind of come from nothing and really don't know what you're doing, but then you start to feel this sense of accomplishment, and you're like, wow, like, okay, this is working. And then you want more and more and more, and it's, it's like a blessing and a curse, you know? Because yes, that desire to grow and to strive for more and to build, and you know scale larger and make more money and all of that. I mean, yeah, I mean, we all want that for sure. Um, but what people— I think what people don't talk about is, as you're pouring yourself into all of that, um, it's really easy to lose yourself at the same time. Yeah, you know, so people are seeing your business growing, they're seeing you know, your cute family pictures and your vacations and all the things that the money is buying from all this. But what they don't see is that you're— at the end of the day, you're like an empty shell. Yeah, because you've poured out everything into your business and then your kids and your, your relationship and, and everything else. And I got really out of balance, I will tell you. Um, Everything and everybody came before me. Um, and I, I would get to the point where I was also so focused and determined, you know, to, to do these things and to be better and to grow this, that, um, you forget to— you forget to even put yourself on the list of things that need taken care of. So the bigger my business got, the emptier I became. Um, and you know, you want to talk about burnouts, like I would burn myself out to the point which I'm sure that there's entrepreneurs out there that are going to be like, yep, that's happened to me, where you have worked for so many hours and so hard that your body, like, like you become sick.

J**Jason Duff** 0:40:50

Legit, like you become sick. Very, very sick. Yeah, physical repercussions of your— literally.

J**Julie Casiano** 0:40:56

Yeah, like I would— this happened, this would happen to me about— I feel like it would happen to be about every 3 months. About every 3 months, you know, because you go, go, go, go, go, go, go non-stop. You don't— you're not doing any self-care for yourself. So in the meantime, you're getting fatter and uglier, and you're— you don't give a crap what you wear. Your self-care has gone to crap, um, because it almost happens like, and you don't even realize it's happening. You know, I used to go to the gym. I used to have, you know, friendships and get together with my girlfriends. My husband and I used to go on date nights, all of those things that a typical person does when they, when they have a 9 to 5, you know, hang out with people on the weekends, you know, all the things, get your nails done, whatever, massage, whatever your thing is. There's no time for that anymore. You sacrifice, you know, so much, not just with the business but with having children as well. You know, I mean, this is very, a very big thing with moms.

J**Jason Duff** 0:41:57

Um, who, who looked at you in the mirror, or who around you? Because I imagine there's not a lot of people in your life that can tell you no. So, so how, how did you realize this is not sustainable and you had to make a change? And, and tell us like, you're now on the other side of that, but like, what was that, that, that— this is, this has got to stop. Yeah, I'm making a change. Well, was it a person? Was it you? What, what was it that, that said— or maybe your kids saying to you, like, or a family member or a friend, like, or co-worker?

J

Julie Casiano 0:42:34

Yeah. Um, so the burnouts would happen. Yeah. Um, you don't even really understand what's happening when that starts to happen, all you know is, is I ain't got time for this right now. Um, but when you're pushing yourself so hard, um, to the point where the only way you take a break is if you— your body literally shuts down on you and your brain shuts down on you, um, and in the midst of all of this, um, anxiety, depression, you know, um, all of these things, you know, are becoming, becoming a part of your life, and you're just like, what the heck is all this? Like, this is not me, literally, like, crazy person. Yeah. Um, it's really hard to see what's happening when you're in it. Um, my marriage fell apart in the, the peak of our business growth, for sure, for sure. I shouldn't— we should have never— I'm so glad my marriage fell apart, don't get me wrong, but, um Yeah, when you are so out of line with how you should be living, um, everything falls apart.

J

Jason Duff 0:43:48

And if you don't have your health, you don't have anything.

J

Julie Casiano 0:43:53

Oh gosh, so much. What I think what a lot of, uh, mompreneurs and entrepreneurs find out the hard way is that self-care and, uh, the balance— mental, physical, emotional balance— is a part of your business. If you want to be successful in your business, you have to invest in those things. You have to take care of yourself, you know.

J

Jason Duff 0:44:21

Um, is that part of the journey that helped you seek out a coach?

J

Julie Casiano 0:44:27

For sure, I would say for sure.

J

Jason Duff 0:44:29

And for those that are listening, because I, I look— and I had a chance to meet your coach and would love you to if you feel comfortable giving a shout out. But like, I just really respect that because some people, they have no idea what it means to find a coach.

J**Julie Casiano** 0:44:42

Yeah, a lot of people think that people waste a lot of money on a coach. Yeah, that could be, it's so far from the truth. You know, I actually wrote in my little book too, something that I felt like was important that just came to mind too. As you're going through, you know, growing a business and becoming successful, um, you know, and it— you're going to lose a lot of people. You, you're definitely going to lose a lot of people. That's one of the hard things about, um, becoming an entrepreneur and becoming successful. Um, but I wrote a little thing on there that says, you know, like how finding your, your gang— I wrote girl gang, but you know what I mean? It doesn't have to always be a girl gang for women. You guys know what I mean? Yeah, sure. Um, because not a lot of people are going to understand your life. We call it the tribe.

J**Jason Duff** 0:45:29

Like, you've got to find your tribe, and there like different people that vibrate or, you know, have values that you resonate with. But if you can find people that can be authentically real with you, to sometimes build you up when you need to be built up, but also call you on your shit when you need to be called on, right? Yeah, yeah, for sure.

J**Julie Casiano** 0:45:49

Um, yeah, I mean, I wouldn't say that there was ever one person specifically that, you know, made me realize or helped me to realize, like, like, what are you doing? You know, I think it was just a lot of self-reflection, especially as you are growing your business and becoming more successful. And when you get to the point where some days you're just like, what, what am I doing this for? You know what I mean? Like, this is not what I thought it was going to be at all. Not what I thought it was going to be. You get to the point where the money— screw the money, right? You ain't even got time to spend money.

J**Jason Duff** 0:46:23

You want to be happy. Well, let me, let me jump in here and ask you this. We talked a lot about, you know, the weight and the cost of entrepreneurship, and I appreciate you being vulnerable and sharing those things. But what is it for you that, you know, drives you to pick up those pieces and to continue on and keep the business going at the end of the day, even though it costs so much?

J

Julie Casiano 0:46:46

So with— not everybody, not everybody has the, uh, I don't know, in a way almost the personality or the — we all have our different talents, you know. Jason and I were a lot alike, you know. Um, but I truly believe that if you have a business or start a business that you are passionate about You know, if there is something that has been planted into your heart and you, you think about it all the time and, you know, you— there's a lot of people probably that have a lot of ideas and things that they're just too scared to jump on, you know, for sure. But I believe that when you have a business that also has a purpose, and that you also are passionate about. And you have to believe that, you know, Meal Prep Life, Smoothie Life, all of these things that I'm doing, you know, there was a reason why these things were planted in my heart. And I'm very passionate about all of the businesses. But what keeps me going is that I know, I know a million percent these businesses are honestly just vehicles. They're just tools that are actually taking me to my actual purpose and, and, you know, the, the passion that I have and the mission that I'm on. Um, and for somebody like me that so desperately wants to share so many things about about Down syndrome. I'm very passionate about Down syndrome and advocating for not just my daughter, but for everybody with Down syndrome. I employ people with Down syndrome. That's a big part of what I do, the best part of what I do. I have a lot that I want the world to know about Down syndrome. It has changed my life and what we're doing at Meal Prep Life and Smoothie Life is changing other people's lives. Um, and then as I've gone through a terrible divorce and become a single mom, um, as I've, you know, just been a woman that is, you know, 42 years old now and has no college education, no previous experience, um, just being able to show other women and give them hope and encouragement that you can do this too. Like, why, why can't you do it? You know, I know that some people share all the time, you know, the, the remark, you know, well, if I can do it, you can do it, you know. And a lot of times it's like, yeah, yeah, whatever, you probably were born with rich parents and you probably had some handouts and you probably, you know, something was passed down to you or whatever. Like, no, not your case. You do, you know what I mean? Yeah, yeah. No, you, you can do this. It's not going to be easy, but you can do this. And I want to, I want to share all of the things, the good, the bad, um, you know, the ugly, the struggles, the realness of this, because I want to inspire other people that You can do it too. And entrepreneurship and owning a business or starting a business isn't some, you know, luxury that only a few people are going to figure out. No, it's sitting at your kitchen table and writing stuff down on scrap pieces of paper. It's starting from nothing, you know. It's— it starts from literally just a, a dream, you know, a thought, a Facebook post, an experiment. Yeah, exactly. Um, making something like—

J**Jason Duff** 0:51:00

and, and I, I just appreciate that is so refreshing and, um, exciting to hear because people are looking for a template. Um, they're looking to have the confidence to go out. Many people have these really good ideas and dreams and ambitions, but they stay on the sidelines because they lack the confidence to do it. And, you know, Julie, I think, um, you are living within your purpose throughout sharing transparently, honestly, openly. And just getting introduced to you and your business, I can confidently say not only when I mentioned that the food was great and the speed and the, the way I was treated, but when you walk into the business You know, I do this with a lot of places. You can get a sense of the essence of the founder. And how I got that was when you open the door, was a staff member looking and smiling at me and say, hey, welcome to Smoothie Life, I'll be right with you. You know, and then the next step is, is like, you look on the wall and I see all these beautiful children, um, many of them with Down syndrome. That were smiling and filled with so much love. And the people that I have been around in my life that, you know, have some type of disability, you know, there is so much other compensation with so much joy and happiness and contributions that they have. And I got a sense of that on the wall, meeting the employees and then meeting and seeing that she's not just talking the talk, she's living that out. And the reason why people want to do business with you is because they feel how authentic that it is. And I think that there's a good template for people to see that not only is it possible, but it can be profitable. And profit is not a dirty word around this table. Like, we want people to be massively profitable because then they can take their social enterprise and their mission and do incredibly more good.

J**Julie Casiano** 0:53:07

Yes, yes, yes, yes. Um, I love that. Um, I, I used to have a— I still am struggling with it. I used to have a hard time thinking that, um, it was okay to want to make a lot of money, especially when you're a person with a big heart. And with a bigger purpose. And, um, you know, somebody that— I really don't value money, you know. So when I say I want to make a lot of money, I mean, of course I want to have nice things. Do I want to make a lot of money so that I can buy my own private jet someday? No. Like, you know, do I need to carry a Louis Vuitton purse or have red bottom shoes? No. Um, but I want to make a ton of money, and this is the world we live in. I need a ton of money because you've got big plans. I've got big plans, and I want to make a big impact. And the reality of it is, is money is a tool. Yeah. And I need to make a lot of it, um, so that way I can continue to, you know, move to the next step and the next step.

J**Jason Duff** 0:54:21

Right. Which I'm gonna break that news. Yeah, break down, because we And of course, part of this meeting was we were connected through another podcast guest, which actually two different podcast guests. So Chad and Brandy Lawson. Yep. Two incredible entrepreneurs that are down in Miami County. They had been working on a project in Piqua building this vision of creating a food hall along with their real estate brokerage. And that project was in motion. And then we had a chance to meet Wilson Reiser from Winans Coffee and Chocolates. And Wilson, if you've not experienced Winans, like amazing coffee and chocolates, but also happened to be based in Piqua. And throughout conversations, just this is the, the power of collision with good ideas. They said, oh my gosh, we love what you and Small Nation are doing connecting with entrepreneurs. We've got this great real estate project. Wilson said, hey, we need better office space, but we also in our office space We would love to have some coworking. And so it all kind of us hanging out and talking, this bigger vision of buying a building in Piqua, anchoring it with these amazing food vendors, and rebranding the building Piqua Station. Piqua Station is being this hub for collaboration, connection, great food, nutrition that people from Miami County and the region can descend on a really cool historic downtown that is all underway. And Julia and her team, uh, got to give a big shout out to Casey and, and all the people working behind the scenes that are bringing this amazing vision for a new location, um, for Smoothie Life and the Meal Prep Life in Piqua. So grab-and-go options, yes, coming. Nutrition and healthy food options, so much. And then, uh, we're going to have— if you guys like sushi, you and I had a chance to experience Chef Sei How amazing were those rolls? So good. I love— I think some of the largest sushi rolls that I've ever had. Yeah. Um, and so he— and, and there's also two additional spaces that we cannot announce yet, but there's some really exciting conversations that are happening to bring even more excitement there. But I am so excited for you.

J**Julie Casiano** 0:56:39

I can't even believe that, like, I get to be a part of this. I mean, it is so meant to be. It is so meant to be. But I mean, Yeah, like, this is wild. That's so cool. It's just wild. Yeah.

J**Jason Duff** 0:56:52

So keep it on your radar, um, pekwistation.com. In fact, that domain name was just, just purchased, uh, probably by the time this podcast drops. Um, there will be more information and press releases that are out there, but, uh, definitely want to be following that project and the new announcements. But I know you have some rapid-fire questions. Yeah, so actually I'm going to move us into a show segment called Tour Takeaways here. Oh, cool. ¡Vamos!

J**Julie Casiano** 0:57:17

Let's do it. I'm ready.

J

Jason Duff 0:57:19

So I understand you just recently took a tour of downtown Bellefontaine not too long ago, right? Just seeing all around here. So just something fun. What is one thing that you took away just walking around, seeing all the businesses, everything that's happening here that you noticed and that you would like to maybe take to your community or communities now that you're representing multiple?

J

Julie Casiano 0:57:42

Okay, so Bellefontaine, like, Bellefontaine has it going on. And I always heard about Bellefontaine, you know, from Sydney folks. I think a lot of people really are like, Bellefontaine is the, um, you know, like the, the model.

J

Jason Duff 0:57:57

It didn't used to be, and that's probably because you probably remember the old Bellefontaine from like, you know, 15, 20 years ago.

J

Julie Casiano 0:58:03

I think I was here, there was no reason to come. Yeah, exactly. I mean, and then like that's saying nicely, 600 pizza came, and then we had one reason to come here, you know what I mean? Right. I did get a tattoo here once, and it was a little— it was a little sketchy.

J

Jason Duff 0:58:20

Are we good? Are we gonna unveil that on the cameras today? The tattoo? Oh my gosh, I just want to make Ethan a few different colors. So I don't know what to do here. I'm trying my best. Listeners, this is what it's like to work here.

J

Julie Casiano 0:58:37

I didn't tell you about Bellefontaine.

J

Jason Duff 0:58:38

Bellefontaine, your opinion, not Jason's.

J

Julie Casiano 0:58:42

Bellefontaine is so beautiful. I need to take a full day off work because I think that popping up here for lunch or for dinner or whatever it is, you need more time here.

J

Jason Duff 0:58:56

The shopping has really been enhanced here.

J

Julie Casiano 0:58:58

Yes, yes. So much shopping. There's so many other places that I want to try to eat. Eat. My favorite place in Bellefontaine though is this place called Build. And you want to know what I experienced when I got to Build today? What's that? I mean, you talk about those friendly faces, you know, like feeling welcome. Whoever was there today. Yeah. So amazing. And I got all of this amazing swag. Okay. I don't know who's in charge of your swag, but they do a phenomenal job. And this shirt And then she peeked her head in and said, I'm going to make you guys some fresh-baked chocolate chip cookies.

J

Jason Duff 0:59:35

I'm like, what is going on? I've died and gone to heaven. Yeah.

J

Julie Casiano 0:59:40

What is going on in here? Yeah, the hospitality and the— I pay attention to detail. There is no details that are missed. There's details coming out of the woodwork that you're like, why did they even think of this stuff? So Build is—

J

Jason Duff 0:59:57

yeah, just appreciate you pointing that out. Yeah. Coming soon to Pickwa. Yeah, that's true. Coworking is expanding. And if you haven't heard yet, Build Marysville just opened up. So that, that makes 3 and Pickwa will be 4 locations for Build Coworking Space.

J

Julie Casiano 1:00:12

Thank you for that. I'm so excited for Build Pickwa. And that is something that I feel like a lot of entrepreneurs are going to have to come and experience it for themselves because I know I get nothing done in your business or your home. You think, oh, you know, I have all this to do. No, when you have a business, you're just constantly just being interrupted and you're putting out fires all day long. Going to BUILD allows me to kind of separate myself and put myself into the right mindset that I need to really get things done. And the atmosphere— there's nothing that they haven't thought of, from the temperature, the lighting, the white noise. It is literally like the spot for an entrepreneur to go and get some work done. Yeah, thank you. And to feel like a million bucks while you're there. I just make you feel so darn special.

J

Jason Duff 1:01:12

Yeah. Yeah. Thank you. Thank you. Well, I just got a couple of closing questions here that we ask every guest. And the first one is, what is one professional development resource that was impactful for you along your professional journey? So you had mentioned starting from basically no business knowledge and becoming an accidental entrepreneur. So was there any like books or mentors or even a podcast or anything that was, was valuable to you that you can share to our listeners?

J

Julie Casiano 1:01:38

So many things. I think that, you know, in the world that we live in now, I just really feel like there's no excuses. You know, I don't care what kind of college education or degree you have. If you want to figure something out, if you want to learn how to do it, there's really no excuses anymore. You can watch a YouTube video, you can listen to podcasts, you can get on Pinterest. There is step-by-step tutorials for everything. You can purchase a program to learn how, you know, it's figureoutable.

J

Jason Duff 1:02:16

Yeah. You can get a coach. That's right.

J

Julie Casiano 1:02:18

You can hire a business coach. You know, I learned a lot of things the old school way. You know, if you want to figure something out, I would go into smoothie shops and I would turn my video camera on on my phone and I would like videotape behind the counters. That way I could go back.

J

Jason Duff 1:02:36

Just as weird. And my partner hates that I do all of these things. The actual research. Yes, you've got to have that level. I studied the trash cans in places, like, is that, you know, the way that they clean that, how easy it is to change that out? Like, you have to be that level of weird to figure it out.

J

Julie Casiano 1:02:53

You do. And I would go back and I would watch these videos and I would try to zoom in to look for brand names and, you know, What are they serving? So there's so many resources. And what it is, is if you really want to figure it out, then use your time wisely. One thing that I try to do is to use my car as a classroom. You know, all of the education that's out there and the motivation that's out there, you know, always be, pouring positive, good things into you. Yeah. Um, you know, reading— yes, I wish we all had more time to read, but honestly, like, there's no reason why you cannot be putting something on, like, you know, Nation Podcast, Small Nation Podcast, you know. Yeah. Um, figure it out. There's a million resources. I love that. Figure out which resource works best for you, whether it's spying, you know. No one's gonna want to invite either of you over to their business, or, you know, like whatever, whatever you got to do. Yeah. Um, network connections, meet people, ask questions, you know.

J

Jason Duff 1:03:59

I think she answered that with 20. I was gonna say, those are, those are all good nuggets.

J

Julie Casiano 1:04:04

But that's how I have— that's how I've had to figure everything out. Yeah. You know, I'm not— get over yourself, you know, like get over yourself, go do it, and ask the dumb questions. If you want it, make it happen.

J

Jason Duff 1:04:16

Yeah, I love that. Last thing is, where can people learn more about you and follow your businesses?

J

Julie Casiano 1:04:21

Oh, okay. Um, so, well, I mean, to learn more about me personally, um, I mean, I, I am on Facebook and Instagram. You can look me up, Julie Cassiano. My page is not private, so you can follow or, you know, send me a friend request. Um, Meal Prep Life, Smoothie Life are also on Facebook, Instagram. Um, Smoothie Life's on TikTok. I gotta make a meal prep TikTok. I gotta figure out this whole TikTok thing.

J

Jason Duff 1:04:49

We both probably can practice with that because really, yeah, I need to spend more time on TikTok too. That's where all the young, youngins are at.

J

Julie Casiano 1:04:56

I know, right? Um, and then themealpreplife.com is the website. Um, we post a brand new menu every Tuesday evening and you can order your weekly meal prep. Um, we shut it down on Friday mornings. And then, um, Smoothie Life has a web presence now. It's thesmoothielifesydney. Coming soon will be the Smoothie Life Piqua. Um, so you know, you can pretty much, pretty much find me anywhere. Great.

J

Jason Duff 1:05:25

I will link some of those, those main websites down in the description or show notes. Julie, today has been awesome. Thanks for just being real and vulnerable, and, um, I am super excited for what's next for you and for me being able to enjoy and eat all of your delicious things and hanging out with you more. But thanks for sharing your story on the show today.

J

Julie Casiano 1:05:43

Yeah, thanks for having me. I feel like we could have talked for another hour. There might be a future episode.

J

Jason Duff 1:05:49

Yeah, there you go.

J

Julie Casiano 1:05:50

Yeah, we'll have to get back together and we can, we can dig a little deeper into mompreneurship and talk about tattoos.

J

Jason Duff 1:05:59

We could do a tattoo tutorial.

J

Julie Casiano 1:06:02

You know what, actually, do you have any tattoos?

J

Jason Duff 1:06:05

No, but I've been thinking about it.

J

Julie Casiano 1:06:07

Can we take this whole podcast and do one on location, and that would be fun. We'll record it while Jason's getting his first tattoo.

J

Jason Duff 1:06:17

That actually probably get a lot of hits. Yeah, do it for the marketing, Jason.

J

Julie Casiano 1:06:21

Okay. Yeah, yeah, yeah, we should do it in Piqua. There's a really good tattoo shop.

J

Jason Duff 1:06:26

On that note, we'll see you at the next episode. We're doing it.

E

Ethan DeLeon 1:06:28

Thanks for tuning in on this episode of the Small Nation Podcast. We hope that conversation proved valuable to you, and if you enjoyed it, be sure to share the episode and follow the show on Spotify, Apple Podcasts, or your favorite podcasting platform. You can also subscribe to the Small Nation YouTube channel if you prefer to watch your episodes. Follow Small Nation on social media, and we'll see you in the next episode.