



# RAY EDWARDS

## F

**Male Voice-over:** [00:00:00] Ray Edwards Show Episode 419: How to Have a Whole New Life.

[music]

**Male Voice-over:** The Ray Edwards Show. This is the podcast for prosperity with purpose.

**Ray Edwards:** Hi, hello everybody, it's Ray Edwards. I'm here with my podcast co-host extraordinary, Tiffany Laughter-Twining. Good morning.

**Tiffany Laughter-Twining:** Good morning.

**Ray:** I have so been enjoying your Instagram stories.

**Tiffany:** Thank you. It took a long time for me to feel comfortable putting myself out there.

**Ray:** I know, and I'm so glad you did. You're actually so much better at it than most people are when they start. By the way, if you're not following Tiff, you should follow her. On Instagram, it's Tiffany Laughter. Spelled like-

**Tiffany:** Hahaha.

**Ray:** -when you laugh. What made you decide to start doing it finally.

**Tiffany:** Honestly, I read that book, *The War of Art*, and it talked about the resistance, that feeling inside of you that keeps you from doing your work, like your passion, and all the stuff that you love doing. The way the resistance works is it throws crap in your path, like excuses or anything and it basically comes from you. I'm reading that book and I was like, "Wait a minute, I have been talking about doing all kinds of things forever," but, in some ways, I felt like I wasn't ready or things hadn't come together really, but over the last week or two, things really started to come together. Then I was like, "I'm just going to do it, just do it. Just write the blog. Just start the stories. Just start doing." It's been really fun. I actually really love Instagram stories.

**Ray:** You're really good at doing them. I'm so happy about this. I was talking with Lynn at dinner last night and I said, "This is so exciting. Tiffany has started doing these stories." I showed her, and she's like, "They're so good." I told Lynn that you shared with me that you felt like after a couple years [00:02:00] things started to coalesce, come together and you saw what you could do. I think that's a common experience for people because you circled around this for a while.

**Tiffany:** It felt like forever. For one, I didn't know quite how to start, like, how do I jump in the deep end when I haven't even been swimming? That's how it felt to me.

File name: REP419b.mp3



Yes, I circled around it for years. Now, it's not like I have a whole picture of where I want to go, but I certainly have a better idea of what I want to do.

**Ray:** Well, and I think that's fine. People often are waiting for a blueprint that has every step of the journey and it doesn't work that way. What I see happens, and it's tragic with people, is they'll come into this world of having an online business, and they will get lost. They'll think about different ideas which you have done. You had one idea and another idea, and they'll go through that for a year or two and then they'll just give up because they feel like, "Well, I just couldn't figure out what to do. I didn't know where to start." I feel like often they're right at the edge. If they would just jump in somewhere, they could get going. You did and it makes me super happy.

**Tiffany:** Me too. There's a sense of going somewhere now rather than floating around and wondering what the heck I'm doing. That was fun. It's a small step, but it's getting clearer and clearer. I want to do my she shed, redo my shed out back and put a studio in there so Troy and I could do our podcasts and our photos and clothing. I love fashion, so something in regards to that.

**Ray:** That's also you.

**Tiffany:** Yes.

**Ray:** I have to say it was kind of funny you had Troy on your stories, and he seemed uncomfortable.

**Tiffany:** He's like, "Well, what are you doing? You're filming me? This is going live."

**Ray:** It was hilarious. I want people to take this as an encouragement. If you've been thinking about starting your own business or doing something online or using Instagram to promote your business or something like that, and you felt like I just don't know [00:04:00] what to do exactly? don't give up, don't quit. Especially as we're coming up to the end of the year, a lot of people are thinking about goal setting. We've been doing a goal-setting workshop. We just did one this morning. I had an online workshop where I was teaching about setting goals. I just feel like so often people don't start because they're afraid they're going to fail. Be prepared to fail. You will.

**Tiffany:** Get criticism and all that.

**Ray:** Yes. It's part of the deal. It's like if you play golf, which I don't. I irritate golfers because I just have fun. Lynn and I, we used to be had a great friend that lived here who's a very serious golfer - he doesn't live here anymore. He's Tony Trovato and his wife, Kathy. Tony was like-- He's a serious golfer. We went golfing with him once. We were just laughing and we were like, "Once we get to 10 strokes, we just pick up the ball and have a drink and then move on to the next hole," and he got so irritated. He was just like--

**Tiffany:** What is this? What are you guys doing?



**Ray:** He's like, "Huge shoot par under," and we'd be like, "We didn't even know what par is." I think the point is that in anything worth doing, you have to have failure along the way. Otherwise, you don't get anywhere because you're not trying anything. The only way to not experience any discomfort is don't do anything that has the risk of discomfort, which means you don't do anything that could make your life better.

**Tiffany:** Isn't there like a feeling when you're not doing your work, your passion, there's a feeling of-- It's almost like a depression. It's almost like procrastination. That sucks. I'd rather jump in and figure it out and fail than live with that feeling anymore. That's what that one book really helped me do too.

**Ray:** I love the fact that you liked that book so much because it's one of my favorite books.

**Tiffany:** I can see why now. Super easy read, great info. [00:06:00] It's just like a nice shove right off the pool deck, so to speak.

**Ray:** [chuckles] Yes. I thought it would be fun to have somebody in who you as a listener to the podcast may have heard this guy before but you may not have heard the whole story of how he came in to be part of our team and part of our world. I want to just back up to when we didn't even know each other. I'm talking about Dr. Doug Pew. Doug, welcome.

**Doug Pew:** Thanks for having me.

**Ray:** How did you first hear about me? How did we end up meeting? How did that happen?

**Doug:** I first heard your name in Jeff Walker's book launch, and there was this thing about copywriting, but it was spelled the wrong way. I thought there was no W in the word. I was used to circle-c copyright. What is this copywriting thing? I looked you up and you had a book on Amazon. I bought the book. I had recently been fired from my teaching position as university professor and was given a pity job by my brother-in-law in his eCommerce company doing online marketing, something I knew nothing about. I'm a professional musician. I got this book of yours, I started reading it. I thought, "That's pretty interesting."

I started applying it to the emails I was writing for my brother-in-law's company and overnight literally they started working. We started selling a whole lot more of some of the things we were selling. I thought, "Wow, there's something to this." Then in the book, you had a little thing about how you had a free course because I bought the book, you get this little free course. I checked that out and, "Wow, that was cool." Then I took the next step and convinced my boss brother-in-law to buy your course, the full Copywriting Academy course.

Then I kind of hung out doing that for a while. I got derailed. I thought I was going back into music full time. Big huge thing didn't work out. I was in this major slump and then I got these emails from you about this event you are putting on called the

File name: REP419b.mp3



Million [00:08:00] Dollar Copywriting Workshop and it really kind of pissed me off actually as you were saying [laughs].

**Ray:** Why did it piss you off?

**Doug:** The headline of the sales letter, I didn't know what the sales letter was really back then, but I clicked on this thing in your email and it took me to this page and on the top it said, "Do you have the courage to become a million-dollar copywriter." The word courage is what pissed me off because I had lost all my courage. I had been really messed up by being fired from my music professorship and I had gone down this weird spiral and was thinking I had to say goodbye to my old self, my old music self. It really irked me and I could not stop reading that stupid sales letter.

[laughter]

**Doug:** Actually, I printed it out. I took on a walk with me and I was underlining things like, "What is this crap?" [laughs]

**Ray:** What is this crap that I can't stop reading?

**Doug:** Right? I'm dreaming about it at night, and that's getting crazy. I talked to my brother-in-law. I'm like, "I got to go to this. I don't know if you can front the \$5,000. I don't have it and I have to be here. I have to be at this."

**Ray:** Now let me get this straight. Your brother-in-law gave you, you called it a pity job. Then he paid \$2,000 for the copywriting course. Then he paid \$5,000 for you to come to the workshop?

**Doug:** I ended up paying him back for that, but yes, he funded the money for that and the travel.

**Ray:** We haven't had this conversation. How were you feeling when you got here?

**Doug:** I was all sorts of messed up. I remember sitting in-- What's the fancy hotel downtown, not the newer one, the older one.

**Tiffany:** The Davenport.

**Ray:** The Davenport Historic.

**Doug:** Historic. I was sitting in my room in the Historic thinking, "What the [00:10:00] crap am I doing here?" I don't know, what is going on. I've listened to his podcast. I like what he says. I like how he is not afraid of sharing his faith and even his questions about his faith, I love that, that you were so open about all that, but connecting that to like this \$5,000 thing that now I got to pay back in addition to the enormous amount of student debt I'm already trying to pay off was like, "What?" I said, "Well, I'm already here."

# RAY EDWARDS

I went the next morning, and I was sure that I was going to be like, "I don't know." The other thing I was sure about was, "I'm going to keep it to myself that I'm a composer and I'm not going to talk about it. I'm just going to be this new guy, just try to be this new copywriting person." Within the first hour of the first day, because you typically do this, you go into mindset stuff right at the start of most of the meetings, which I love, I wasn't expecting it though, and you mentioned Beethoven in your first hour. I thought, "What? I wasn't supposed to talk about music here." I had decided I wasn't going to, but then you started talking about Beethoven. You actually got a little bit of the story wrong, and I was like, "Okay, I've got to say something. I just can't hold it back." [laughs] That was the start of it.

15 minutes later, you said something like this, "If I was a composer, and I was going to be a copywriter, I wouldn't keep that to myself. I would be saying stuff like, 'I'll write you symphonies of copy and overtures.'" I'm like, "Whoa, whoa, whoa, really? That's allowed?" That seriously blew my mind. That was just like an open book. You could tell me anything. You could've asked me to do any kind of crazy thing, and I was like, "Okay, let's do this." [00:12:00] I was ready. You had me. Well, a lot of stuff started to happen right then.

**Ray:** I remember you lit up when we started having that discussion. I want to dig a little deeper though.

**Doug:** Sure.

**Ray:** We haven't had this discussion either, things had to be uncomfortable at home.

**Doug:** Yes, they were. Gosh, I want to go into that. Okay, professional musician. I have a doctorate, I have a post-doctorate. I was a university professor for a long time. That sounds all glamorous and lovely and beautiful. I had operas at the Kennedy Center and I've had a Carnegie Hall debut and everything, but I was on food stamps as a university professor. That shouldn't go together. The amount of debt is just crippling truly. We left Cincinnati where we had been living for nine years because I no longer had that teaching position. My wife's like, "You know what, all the grandparents are in Utah now. Why don't we go to you Utah? The kids have never been by their grand-" "Okay."

So against my will, I left this amazing cultural classical music Mecca that Cincinnati is that I've been there for nine years and in all my graduate education I was a composer and resident at an Episcopalian church, which I just adored, and I just left it all. I just cut and run to Utah, and I was a total disaster case. I was a freaking mess. Within a year, I gained 100 pounds. I'm still working on that.

Stuff at home was tough. My wife was incredibly loving and supportive and just trying to help me figure all this crap out, but I was a mess.

**Tiffany:** Was she really or was she afraid too?

**Doug:** I'm sure she was but it-

File name: REP419b.mp3



**Tiffany:** Yes, because you guys, at that time, you had three or four kids?

**Doug:** Let's see. We have four and we had our fifth after we moved here and now we're about to have our sixth.

**Tiffany:** Oh, that's right.

**Doug:** [00:14:00] Yes. My wife, we had been through a lot of crap before that, stuff that's too long for this podcast. I was a full brighter, just a little hint, I had a Fulbright scholarship, and I had to go Poland. It was fantastic, but I couldn't take my family. Nine months apart. That leaves marks. Even though it was supportive thing and my wife and my kids lived with my parents at the time so they're taken care of, it still kind of leaves marks and she's been through a bunch of crap where I've been super supportive. Diseases and major surgeries and she almost died a couple of times. We had laid some track that was very helpful during the situation where I was a total mess, but it was not it was not pretty. I was not happy at all. I was miserable to the point that I wouldn't even go to my own dad's orchestra concert a couple of times, which is completely against me. I go to everything that's music. I was really, really bad.

**Ray:** Did she talk to you about that, about where you were mentally? Did you guys discuss that at all?

**Doug:** We did. It was always worse on the weekends because when work would stop, I wasn't distracted by something to do. I would fall into this, "Who the crap am I? My whole life I wanted to be this person and do this." I did all those things. I did it. I was reviewing the freaking Washington Post that I wrote a great opera and Ruth Bader Ginsburg came to my opera. She sat right in front of me at the Kennedy Center. I had reached this mountaintop and that was gone. Yes, we talked about it but she didn't know what to do. I'm sure she had conversations with my parents and her parents like, "How do I help Doug? I don't know what to do." I haven't really heard about those conversations but I'm sure they happened.

**Ray:** [00:16:00] So it's the second day of the workshop and you kind of lit up because we were discussing the idea of bringing your past into your present and making it part of your story. How did it go from there? What was your perception? You still were deep in debt. You weren't making any money as a copywriter other than what you were getting paid at your eCommerce job. What happened next?

**Doug:** Well, it was actually the night before. You gave us an assignment to go to the hotel and read a report you had written based on Rick Warren's book, I'm forgetting the title now, *The Prosperous Church*.

**Ray:** *The Purpose Driven Church*.

**Doug:** *Purpose Driven Church*. You had written this purpose-driven copywriting business, something like that title as a spin off of Rick's book that really lit my brain on fire at the hotel that night. I was like, "Wow, all this stuff like building your own



# RAY EDWARDS

lexicon and just the way a church is built.' I'm very much in that space myself, religiously, so that really lit me on fire. Then on the second day, I was coming back super pumped, in a very different place than I was starting the first day.

Very early in the day, you and Sean started talking about what writing a product launch is like, a PLF Jeff Walker style product launch. You were saying, "There's so much copy. It just like cascades," and I said, "Wait, it's like a symphony." You looked at me like, "Yes, it kind of is." I said, "Yes, it's all thematic." It's like, "Yes, it's a ton of copy but it all strings together because the themes--" It's like the harmony and it all come-- My music brain just understood that and you were like, "That's really something." I think you even said, "That's a million-dollar idea," because we were doing that throughout the week. You'd say, "Anybody who notices a million-dollar idea, shout it out," and you said it and we all kind of clapped and, [00:18:00] "Wow."

Then I started thinking, "Symphonic copywriting." I started seeing all these combinations between writing symphonic music and writing copy and how a sales page is like a movement of a symphony and all these stuff. Most people probably wouldn't-- I'm the nerdiest of the nerdy, so that's just kind of where my brain went. It might not make sense to other people who are normal, and I'm out here on a weird banner [laughs], but man, that was so exciting.

I remember that evening I went to the Red Robin just down the street for dinner, and I think I stayed there for four or five hours. I had your book, *How to Write Copy that Sells* and like, "I bet I could write a copywriting book. Why not?" I started going through the table of contents and rewriting everything based on the lens of music in copywriting. I came back the next day and showed you and you were like, "Oh my gosh, there's something in there. This is pretty cool." Then I don't know, just one thing after another, I was getting more and more excited and starting to actually believe that I could figure this kind of thing out maybe.

**Ray:** Let's talk about, you left the workshop, went back home. Your situation really had not changed at that point other than you were another \$5,000 in debt.

**Doug:** Yes.

**Ray:** So then what happened?

**Doug:** Oh, I know what it was. At the end of the workshop, you said, "Now we're starting this certification program and the price tag is \$10,000, but since you've already put five in, you'd only have to pay another five. We're going to have an event in November in Orlando, and we're going to go to Jeff Walker's launch con right after." So I was like, "This is for me. I don't know how I'm going to get another \$5,000, but I'm going to figure it out." [00:20:00] I went back to my brother-in-law Boston. Got another five [laughs].

**Ray:** You're \$12,000 in now, not counting travel.

**Doug:** Right. [laughs]

File name: REP419b.mp3



**Tiffany:** Did your brother-in-law totally believe in you?

**Doug:** He's one of the most uniquely kind, empathetic people I've ever met.

**Tiffany:** He must have believed something big about you in order to lend you all this money.

**Doug:** I guess. I don't know. We haven't talked about it a ton, but he is truly just a super sweet, good man. Really is.

**Ray:** You went to Orlando.

**Doug:** Right. I went to Orlando. I just gobbled it all up. Actually, two days before Orlando, you called me or we got on the phone somehow. I remember, you called me or somehow we got on the phone and you're like, "Doug, I have this mastermind. I think you would be a great fit for it." I'm like, "Wow, that sounds really cool." Of course, the question was, how much does it cost? [laughs] Well, we can probably work it out to do a monthly payment of like something-- I think it was in the \$2,500 a month range, somewhere around there. I was like, "My gosh, how can I possibly do this?"

It was another thing. I couldn't sleep. Because you were talking like I can work with you closely because we'll be in the mastermind together. I can give you more attention. Wow. Okay. Having started to believe in myself, I talked to my wife. I actually called my dad, and we've talked about the whole thing. He didn't really know what copywriting was, but he's very open and understanding and supportive. He was the one who really convinced me to leave my family for nine months and go to Poland. He understands and he's supportive.

He's [00:22:00] like, "This sounds really awesome. Do you need to borrow some money? Can I help you with this?" I said, "Actually, we have some money in our tax savings account which I was supposed to save for taxes. I feel like if I used some of that, I could make it back from this." We made our first initial payment from the tax account and two days later I was in Orlando having joined the mastermind and by then I had listened to all the back of calls from the mastermind. I was like devouring all this material. Holy crap, the blinders I had on because of the financial obligations and like the choice to not just dip my toe but jump into the deep end with a waterfall drown in me was such a great thing.

It sounds awful that you're drowning, but when you're drowning, you only have one thought, salvation. Get me the crap out of here. That's exactly what I was in but it was exciting. It was like, "Okay, I'm going to jump in." I'm going to do this whole hog, and I've been working my freaking fanny off since then. That was November 5th or something of last year and wow, it's been an amazing year.

**Ray:** You're not at the eCommerce job anymore.

**Doug:** Correct.

File name: REP419b.mp3





**Ray:** You're a full-time copywriter.

**Doug:** Yes. Full time.

**Ray:** Making over \$100,000 a year as a copywriter.

**Doug:** Yes.

**Ray:** There had to be a point where you are just like-- You had to be- I'm thinking, maybe I'm wrong. By hallucinate, you were at a point where you must've thought, "Have I been crazy putting all this money into this thing? Is this going to be my further descent into whatever muckety muck hole I'm in?"

**Doug:** Purgatory, [laughs] yes. I definitely had that thought before the first event, the million-dollar copywriting one in August of last year and then I had the thought **[00:24:00]** while I was thinking about joining the mastermind. Once I sent them money and especially once I arrived, it's really interesting. I had this experience like I had in graduate school. When I started graduate school, I had this insatiable thirst to prove myself. I'm going to march myself into this school.

I went to one of the top 10 music schools in the country and I went to the top music school for my post-doctorate in Eastern Europe and the desire to prove myself against a host of other very gifted, hardworking musicians, I just decided I'm going to outwork every single composer, conductor, musician at this school. I'm going to get the most attention from the faculty not because I've got a brown-nose but because I'm going to outwork everybody. I'm going to out-study everybody, and I'm just going to do everything possible despite being the only one who's a husband and a father who actually has obligations at home and all these people have all this time, I'm going to do this. I did. I just totally went hog-wild.

I had that same spot in my mind when I made that payment to the mastermind. Going those two or three days between paying the mastermind money and going to Orlando to see you in person after making that thing, that grad school thing came back to me. I just had this insatiable thirst to prove myself as a copywriter to you, to myself, to my wife, to my brother in law, all my music friends who are still on food stamps as professors and other schools who are like, "What is Doug doing? This thing on Facebook? What is this guy--? I thought he was an opera composer? What's going on?" Oh, man. I just went crazy and I just went deep.

**Ray:** **[00:26:00]** What's going on with Doug is he decided not to be on food stamps anymore.

**Doug:** Yes.

**Ray:** I feel like I saw-- At that time, you were transformed. I could see it, and I feel like I saw you going through the same thing that Tiffany is going through right now, where it's like you connected the dots and you saw a path that you had a heart for you and you thought, "I can do this." Does that sound right to you, Tiffany?



**Tiffany:** That sounds totally right to me.

**Doug:** It's that road less traveled thing. It's like, "Okay, I know this other road. I've been on this road, again and again, going in circles and just in a rut. Other road like, "Wow, it looks pretty interesting." It's a little scary. All those trees look like Disney monsters or something but-

**Tiffany:** As you crest toward them, it's like, "The sun is shining. I can do this. I can keep going."

**Doug:** Oh my gosh. The sense of adventure I have right now, I just like, if I'm Frodo Baggins, I'm going crazy. "Tell me where to go, Gandalf. I'm ready. Let's do it."

**Tiffany:** It's such a good feeling to be moving.

**Doug:** It really is. If you knew the amount of work, dear listener, that we have done just within Ray's company over the last, what? six weeks, let's say, you would faint, probably. Just looking at the amount, but I'm like, "Bring it. Let's do this, sucker."

**Ray:** Keep being that way. I like that. That's so awesome. You have a big future ahead of you. I feel, Tiffany, you have a big future ahead of you as well. It's fun to watch people step into their-- I believe, whether you end up doing this permanently, like you Doug, who knows where this is going to lead you? Tiffany, who knows where doing the Instagram stories-- Any of us don't have an idea of where it's going to go 5, 10 years from now. **[00:28:00]** You can feel it.

There's a phrase in the Stephen King books about the dark tower, which if you just saw the movie, disregard that. That has nothing to do with the books. They talk about being on the beam. What it means is, to me as I read the books, I felt like, "I see that. All these characters in these novels when they're on the path that the creator set for them, when they're following the path of their true destiny, they're on the beam." I feel both of you are on the beam. We're on the beam together and we may continue down this road together for the next 20 years or it may lead us in different directions but it feels good to be on the beam.

**Doug:** I love that description. When I stepped on the stage at your event, I felt like I was on the beam but you should've seen me 10 minutes before. I was a mess backstage. I've spoken at lots of big things and I've been a professor for a long time, but speaking at a marketing event, like, "Are you freaking kidding me?" I psyched myself out by putting my tuxedo on and turning on Beethoven's ninth symphony for the first 30 seconds. When I grabbed my baton in the dark in those first 30 seconds with everybody wondering what was happening, oh man, it all went away and I was on the beam.

I never in my wildest dreams would have thought that all the music would have come to this circle moment of copywriting and music and Beethoven and Ray Edwards on the stage. It's like, wow. Who'd have thought?



**Ray:** Well, if any of this, as you're listening and you think you're looking for something new in your existing business, you want to revitalize your existing business or if you want to start something new for the new year. If this stirs anything inside of you to feel like, "I want that. I want that feeling." Whether it's down the road [00:30:00] of being a copywriter or maybe just learning how to market your own stuff or how to do a better job with your Instagram stories, whatever you want to improve on, I feel like you get some benefit from the goal-setting workshop we did this morning, and it's available online. I say this morning, we're recording this on Friday. It'll be released on Monday. I have to do date math now. What is what is the date of Monday?

**Tiffany:** The date of Monday is the 9th.

**Ray:** December 9th, so it'll be available just when you're hearing this. You can go to [rayedwards.com/2020](http://rayedwards.com/2020), and you can see our goal-setting workshop we did. It's free to watch. I encourage you to watch it because I have some principles I teach I don't think I've heard anybody else ever teach about goal-setting. Because my own personal journey was I faced a big "problem" a few years back when I was diagnosed with Parkinson's disease. I went through the different stages people go through when they get news like that.

I eventually reached a point where I said, I'm not going to let this defeat me. I'm going to use this to move forward. Out of that, I learned that self-help affirmations and positive thinking don't work. There's another way, a more powerful way. It may shock you, but I think you'll find it very practical, so go to [rayedwards.com/2020](http://rayedwards.com/2020) and you can watch that presentation in it's entirety for free. I think it'll help you figure out what you want to do with the coming year. There's a big opportunity for us because it's not only a new year, it's the year 2020. Think about the symbolism of the vision of your life coming clear.

**Tiffany:** I love that.

**Ray:** Finally, it's coming clear. That's where you can find it. I want to thank both of you because we didn't plan to do this conversation. It was last minute and I called [00:32:00] on both of you said, "Hey, can you make special arrangements?" You both changed your schedules and came in, and I don't think you did it because I'm your boss because I didn't order you to do it. I just asked and you did it.

**Tiffany:** I love this part of my job. I don't want to miss it.

**Ray:** I appreciate you both being here. Thank you so much.

[music]

**Female Voice-over:** Thank you for listening to the Ray Edwards shadow.



**Male Voice-over:** Find the complete archives of all episodes at [rayedwardspodcast.com](http://rayedwardspodcast.com) or subscribe for free through Apple Podcasts and never miss an episode.

**Female Voice-over:** This program copyright, Ray Edwards International, inc. All rights reserved.

**Male Voice-over:** Each week, we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

**[00:32:52] [END OF AUDIO]**