Krystal Hobbs (00:01.417)
All right, Thaddeus, welcome to Beyond the Tools.

Thaddeus Tondu (00:04.654)
Hey, thank you for having me on.

Krystal Hobbs (00:06.7)
I'm excited to be here. It was really great getting to meet you in person at Epic and doing our little interview. So now it feels like we get to switch roles here. So I'm excited.

Thaddeus Tondu (00:12.302)
Mm-hmm.

Thaddeus Tondu (00:17.652)
Exactly. Although mine was quick. It was the five under five. So it did it five, five minutes, five questions, five minutes or less. but yeah, perfect. Let's bring it on. That's reversed. get a, get to ask me the questions.

Krystal Hobbs (00:24.546)
Yeah, yeah, this will be a full grilling, so it'll be different.

Yeah, so that is for people that haven't heard of you before. Maybe tell us a little bit about how you got started in working in the traits specifically.

Thaddeus Tondu (00:45.502)
Great question. So I own On Purpose Media and we do websites SEO, Google Ads for home services, predominantly HVAC plumbing and electrical contractors. But when we got going in it, so I've been in marketing.

12 years now. First six years was in print marketing and in print media. And we worked locally in the local area with small businesses trying to do selling print advertisements and really working on their branding within affluent communities. From there, we're like, hey, you know what, obviously we need to get into the digital. It's kind of moving that way. Everything's moving that way. And so in February, 2020, we launched our on purpose media. Talk about bad timing because we didn't know that what was going to be happening. So I think I

my job and went all in on this. had zero clients when I quit my job. I'm like, let's go for it. I'm like, I'm going for it. I told my wife, she's like, you're crazy. I'm like, yeah, well, whatever. within the first week and a half, two weeks had five clients. Four weeks later, COVID hit and we lost all of our clients, four of our five clients. And so it was like pretty interesting time to have started a business. anyways, we managed through that initial period and continue to rock and roll and adding on clients. And we were taking people local to the

area.

where we were at and didn't matter type of business, took it on a generalist. We hired a business coach and in September 2020, he's like, you guys got a niche down. We're like, what? He's like, yeah, choose a niche. Choose like one specific area that you want to work for. I'm like, okay, cool. And so we looked at our current clients and we had like a pet store, a dog daycare. We had an HVAC client. We had a roofing client. We had a financial services client.

And we had a couple other ones that were in there and sprinkled into the mix, like a sauna, float store, whatever, a variety of different ones. And we looked across the board to say, okay, well, which ones are we crushing for? Well, we're actually crushing for all of them. Okay, which ones actually resonate the best with us? And it was down to the Rufor versus the HVAC. And we decided to go with HVAC because my co-founder at the time, had been, he had sold, he was a CSR.

Krystal Hobbs (02:39.745)
Mm.

Thaddeus Tondu (02:49.358)
no, a CSR, comfort advisor rather for HVAC. So we had three, four months of sales experience in HVAC. We're like, sold, let's go for it. So we went into HVAC.

Krystal Hobbs (02:59.548)
Amazing. And I guess when you compare what you were doing with HVAC back then versus what you're doing today, how much has that changed?

Thaddeus Tondu (03:11.75)
There's some changes to it. I think in you looking at 2020 to 2026, what has fundamentally changed in marketing? Well, not much really, especially online and people like, wait, what? It hasn't changed? What about AI? Yeah, okay, their AI has changed. But guess what? You need to write relevant, helpful content when it comes to AI rankings. Like that's your website to show up in AI.

is 65 % of the rankings. Like 65 % of what you need. I mean, there's some other things that go into that, like citations and directories and such, but they need content. They need to grab the content from somewhere. Guess where they grab that content from? They grab it from their website. Guess what Google did before AI? Same thing. The biggest part, and I think more people need to pay attention to, is brand. And this is something that we don't do. We're not branding experts.

I know a good brand when I see it, could we design it, could we do it? Yes, absolutely. Not even interested in doing it. There's enough great people out there that do it. But when you look at how do you separate

yourself in a sea of noise, it's your brand.

Krystal Hobbs (04:25.768)
So tell me a little bit about that then when you have a client, let's say you have a client that comes to you with a bad brand versus one that comes to you with a good brand, how are you then reflecting that in their website and their content?

Thaddeus Tondu (04:43.05)
Luckily our designer for our website is absolutely phenomenally talented and he can take the red and blue logos for with the flame in the snowflake because let's be real a lot of people have those and that's just the colors because it's hot and cold right and sure cool well he makes them actually look really good so the websites look really good we can't do much for the brand because the brand is already there and it's already done

Obviously with the strong brands it makes a lot easier for the website, but here's the thing that we've actually noticed from Poor brands or average brands all the way up through the good brands and so a traditional website for that people build Converts around one to two percent for home services. That's a traditional typical conversion rate if I were a betting man, which I'm not I'm actually gonna bet that conversion rates across the board are gonna go up

on websites with AI because people are grabbing their information on the AI and then when they're ready to make a buying decision, they gotta go to the website to call the contractor or their Google business profile or what have you. I mean, we can talk about Google business profile later, 50 to 70 % of traffic from a GBP still goes onto the website first. Check it out, make sure they're reputable. So with an average one to 2 % conversion rate, we've gotten those blue and red ones on typically on average,

to that 4 % range, 4 to 5%. Great brands, they convert it 8 to 10%.

with our builds. Again, this is specific and nuanced to us because we've had that data already come from it.

Krystal Hobbs (06:22.853)
Hmm, interesting. So, okay, so let's talk about this, because that's obviously a pretty big impact. And I guess just the conversion of a website overall, I know there's lots of avenues we can go here today. So I'm excited to nerd out on all of it. But yeah, if we're talking about a website as a starting point, and really looking to when you increase conversions, obviously, you're getting more leads coming through.

at a better cost. And a lot of times we think of websites as being just something pretty and promotional and has some information. But

when we're talking about increasing that conversion, what are some of the things that most contractors aren't doing with their website that besides brand, that is ultimately giving them such low conversions?

Thaddeus Tondu (07:17.712)
this is a fun topic. I like this one. There's a lot. There's a lot that goes into it. reality is they're not getting traffic to their website. That's for starters, right? So getting traffic to the website is key. then you have to engineer. This sounds rude to say it this way. But you have to engineer and design and build a website for the path of the stupidest person.

Krystal Hobbs (07:19.149)
Yeah

Thaddeus Tondu (07:43.01)
Okay, think about that for a second. Okay, well, if I, there's all sorts of people in this world, it takes all brands to run the world, right? All different types of people that is in there. And so again, it sounds rude to say it that way, but it is in fact true. So when you can build a website so the stupidest person can find your information, guess what the smartest person can do?

find your information. And so you look through this of, how do you lay this out simplistically? The other part is you also have to get a look at these things. This is a mobile phone for if somebody's listening to this just on the audio, right? A mobile phone, okay, well how much of your consumers are coming on your mobile? Have you mobile optimized your site first and foremost? So do you know the difference between is it desktop versus mobile? Is it optimized for

both. From there, a big thing that I see a lot of people miss is, look, the average consumer is, our data suggests about 58 seconds is what the average length of time that a person spends on a home services website. 58 seconds. Think about that for a second. The average person spends like 58 seconds on a website. It's cross board across all data. And you're like, wait, what? 58 seconds? That's how quickly they have to make a buying decision.

Krystal Hobbs (08:35.852)
Mmm.

Krystal Hobbs (09:03.831)
Yeah.

Thaddeus Tondu (09:04.206)
You think about the pain point that they're in, right? What does a website ultimately serve? 3 % of a target market at any given time knows that they have a problem and they're actively seeking a solution. Their AC is down, it's hot, they're sweaty in places that

they don't want to be sweaty in. Or if you're in the northern climates where it's cold and it's freezing and your furnace goes out, well guess what? You're gonna wanna have your furnace fixed pretty quickly. So there's this pain that they're in that they need this problem solved quickly. And then what do they look for? Reputable company.

Can I phone them quickly? That's it. So your website, if you miss the part of being a reputable company, if you put stock images on there, shit, if you put no images on there, where's the reputation? Where's this trust factor that you need to build?

Krystal Hobbs (09:36.278)
Mm-mm.

Thaddeus Tondu (09:51.042)
So putting in your own photos. Your photos, by the way, don't need to be some glamorous photo shoot either. I think a lot of people miss this. like, but I need to schedule a photographer. No. If there's two of you in your business, a team of two, cool. If there's one of you, okay, maybe you need to bring a photographer and follow you around for a day. But if there's a team of two that are going out to do an install.

Guess what, one person takes photos of the other person and then the next job they switch. Like use your phone, everybody has a cell phone, right? Use your phone, follow your people around for a week and take photo after photo after photo after photo after photo. Like guess what, you probably already take before and after photos, probably already upload them into your Housecall Pro or your Service Titan or maybe you use Company Cam. Well, why don't you add those to your website? Real photos, right? That second part is that call piece.

Krystal Hobbs (10:18.751)
Yeah.

Thaddeus Tondu (10:40.192)
How many times have you went onto a home services website, Crystal, and you're like, man, I can't even find the phone number.

Krystal Hobbs (10:45.865)
Yeah, you have to like look in the footer or go to the contact us page and it's buried in there somewhere.

Thaddeus Tondu (10:49.634)
Right? Well, it's like on the very top, was actually just, was getting prepared. got a sales call after our podcast today. So I was getting prepared for it. And I was looking at their website. I'm like, wait, where's their phone number? And it's this itty bitty tiny font listed at the very top of the page. Like put that thing big.

Krystal Hobbs (11:09.972)
Yeah.

Thaddeus Tondu (11:10.668)
Because now you've built the trust. They quickly scroll through. 90 % of people, they scroll, they skim. They all looks good, cool. I can call them, sweet, bang, here it is, I'm calling them. That's on desktop. Or mobile, it's a click to call button where they pull up the phone and they can click the call and they can easily find that information as well. That's that part of, those are literally the two easiest low-hanging fruits that I think a lot of people miss on the website.

Krystal Hobbs (11:36.658)
Yeah, no, that makes total sense. And you're so right. I can't count how many websites I go to that are all stock images. And then it's like, this company just set up yesterday or like?

Thaddeus Tondu (11:49.494)
Right? Or the guy with the, there's the guy that's holding the clipboard that's on like 170,000 different home hot service contractors, websites or like they're wearing a hard hat. Like, I mean, no disrespect to people that have to wear hard hats, but in the residential home services, most people aren't wearing hard hats. So why do you have those people wearing hard hats on your website? Yeah.

Krystal Hobbs (12:07.666)
Yeah.

Krystal Hobbs (12:10.993)
Yeah, yeah, absolutely. Okay, that's super helpful. you know, going back to the mobile design piece, are you seeing many websites now that aren't optimized for mobile?

Thaddeus Tondu (12:27.444)
I really know. I mean, there are some like that. I think the one that I hate from like a user perspective is that when you're on a mobile site in the menu or the header, like the menu of the website is on the very top and it takes up like a quarter to a third of the web of the page when you're on your phone. Like that's annoying. Right. And so, so people have it there and they have the phone call button or whatever. Some people just missed having the phone call button on their site. We already talked about that.

is making that go away as a person scrolls. mean, when you're on your phone on your Facebook or your Instagram or your LinkedIn, Chrome does this too. When you scroll, guess what? Your menus disappear.

And when you want your menus back, you scroll up and it comes back. So consumers are already conditioned to do this. So we build this

directly into our websites. And we're not the only company that does this. I think out of all the sites that I've seen, we were one of the first. And then I saw some of our competitors doing it, which completely fine, whatever. Steal it. It's a great idea. But by and large, I think most people have their mobile optimization. They're still just missing the ease of somebody to call you.

Krystal Hobbs (13:30.662)
Yeah. Okay. So we talk about having a website that converts and like you mentioned earlier, you can't just have a website that converts and have nobody go to it. So when we think about SEO, obviously a lot of people are thinking about AI, but as you said, it's the fundamentals are still the same. SEO obviously for a lot of people just seems like smoke and mirrors. So for someone that's

not really understanding what SEO is, how to make sure that they are doing the things they need to to show up and actually get traffic. What are some of the basic things that any contractor should look at to make sure they are having their best possible chance of getting more traffic?

Thaddeus Tondu (14:21.326)
Yeah, that's a great question. And like there's a lot of tools out there and there's a lot of things to be able to do. I don't think a contractor needs to know the ins and outs and nuances and nitty gritty parts of SEO, but you should be able to understand what it means and search engine optimization, AEO, GEO, whatever other acronym a person wants to throw at it. They're all the same. And like you think about like ChatGpT and their ranking factors are so wildly sporadic that it's almost tough to predict, but you still have to put great relevance

helpful content out there. In order for somebody to take a look at that, I would probably say a tool like Semrush or Ahrefs, Ahrefs if somebody wants to call it that, are good starting points. Now obviously there's a price to them. I think they have a freemium model where you limit it that and you can run an audit that way. Or you know what, heck, we reach out to me I'll run a free audit for anybody and any time it doesn't, it's easy enough for me to be able to do that because I've been speaking this language for such a long period

time. But again having this understanding that okay what is good traffic, what is bad traffic, traffic for the sake of traffic sake just doesn't really make sense. If you've got 10,000 visitors a month to your website

but 9,000 of them are from out of your service area, what's the point of having the traffic on your site? It just hurts your conversion rate and it's, yeah, okay, people are like, well, it's a signal for Google, okay, cool, sure. But does it actually move your bottom line? No, I

think the easiest way for this is to be able to turn on something like a searchlight. So those that are on Housecall Pro can use a searchlight, their third party revenue attribution, return on ad spend, ROI tracking tool. We use it with two of our three programs for our clients.

Our our starter program, it's for the foundational pillars of things. We don't have it included in there They can add it on for a cost of course, but our two of our top two programs included in there Why because I think the leading indicators of traffic on a website your your your map pack rankings with I'm sure you've seen those and other people have seen pictures of like greens and reds and yellows Well, what does that mean? Well, it's just your map rankings for specific keywords They see the charts going up of from people using

Thaddeus Tondu (16:35.536)
Hemrush or Ahrefs. Those are great. Those are great leading indicators. But if I'm an owner, which I am, I would want to see revenue attribution. What's my ROI? Where is my SEO actually putting dollars on the board?

Krystal Hobbs (16:46.604)
Mm.

Thaddeus Tondu (16:53.496)
Searchlight's a tool that does that. If you have things set up in Service Titan, by the way, and you can do it the right way inside of Service Titan with their own call tracking, with all those things, you don't necessarily need a third party tool like Searchlight. Searchlight just makes it easier.

Krystal Hobbs (17:06.348)
Right, okay, so let's break that down a little bit. So if using a tool like Searchlight as an example, is it that you can see, okay, Mrs. Smith clicked on this URL, which based on this keyword that she searched, that's how we know it's attributable to our SEO rankings, or like how does that work out in a practical example?

Thaddeus Tondu (17:32.672)
Yeah, more or less. And so everybody on the internet has what they call a GCLID or an FBCLID. And so the GCLID is a Google Click ID. Facebook has an FBCLID. So Facebook Click ID.

And so what that is, is it's a unique identifier that is unique to me as an individual that Google has, Facebook has, and I'm sure there's some other people that have it out there, but let's be real, it's just that Google takes the crown of the first party tracking data, with Meta. I should say Meta, not Facebook. I'm old school a little bit still. Yeah, and so Meta has these click IDs. And so what happens is when somebody is searching things on there, like you've probably seen

this and other people have seen this, if you click on a link,

Krystal Hobbs (18:05.195)
I say face.

Thaddeus Tondu (18:16.974)
somewhere from like Facebook and it takes you to somewhere else, you'll actually see the link and then it'll be like this FBCLID and then there's this whole long string of numbers. Google has the same thing when you click on the net. It usually happens when you copy and paste and you share the link, then it was just like this unique ID. And so Searchlight has their own script and their own data to be able to match and pull that, to be able to match and pull the data inside your CRM system, pass and connect those together to be able to speak coherently to say, okay, this Google Click ID,

went through this path from this channel to be able to find it. They found the Google business profile. They went to the website. They phoned in. We've got their phone number. Now we've got their data. We can actually match it up to their data. And now we show you that screen. Those revenue attribution tools, no matter which one you use, 70%, 80 % accuracy. Some of them may be 90%. So 80%, give or take. Don't put 100 % of your eggs all in that basket to say, hey, this is 100 % accurate. No, none of them are. None of them can be.

this, that, and the other thing with the online world. But that's generally the short version of how that works.

Krystal Hobbs (19:22.343)
Yeah, okay, that makes sense. So when you're looking at.

I guess drilling down into what's actually working with SEO, you're looking at where the revenue is coming from. Does that tend to be based on like what keywords are performing, what specific pieces of content or just the overall kind of increase in traffic or how are you analyzing that?

Thaddeus Tondu (19:48.43)
Yeah for us there's two stages to that and so the first stage is those are those leading indicators that I talked about earlier we watch those because those are what's telling us what's working or not from the leading indicator perspective if what we're doing is bringing traffic to the website cool we know that generally we're getting an increase of traffic then we have to look to see where the traffic is coming from right where those sources are same thing with the Google Business Profile we're looking at the leading indicator to see if we're increasing rankings in for a wider area and where our clients are showing up for okay cool

So those things are now happening. We're moving in the right area. And

so that's the first stage of what we do. And we look at granular to getting into individual keywords, individual search terms, the Google business profiles, profiles are generally related to search terms, AC repair near me, furnace repair near me, plumber near me, emergency plumber near me, those sorts of terms, because that's that 3 % of the market that I was talking about knows every problem.

They're actively seeking out a solution. The other 17%, when it comes to SEO, know they have a problem and they're information gathering a solution. After that, SEO is targeting the 20 % of the market. Google Business Profile paid out, like PPC, targeting 20 % of the market that knows they have a problem, they're information gathering a solution, or they know they have a problem and they wanna buy that solution now. The other 80 % are people that know they have a problem, they don't care about a solution, they know the kitchen faucet's dripping, they don't really care.

like whatever, and the other 60 % don't know they have a problem, don't know there's a solution out there. Those are for things like branding, Facebook marketing, because you're introducing that problem oftentimes. And so to come back to your question though, that 20 % of the market, we've mapped the leading indicators. Cool. Now we can look at, okay, is revenue, what's happening with that? Is it going up, is it going down? Well, if it's going up and the leading indicators are going up, guess what? The SEO is working.

If leading indicators are going down, revenues going down, comparative to where we're tracking, well, SEO isn't working. Maybe leading indicators are going up and revenues going down. Well, now is this an operations problem? Especially if you're getting the same amount of phone calls or more phone calls, well, now is this an operations problem? so again, this is this hand in hand thing where marketing is the one piece of the puzzle, but oftentimes people blame the marketing company when their operations are part of the

Krystal Hobbs (21:53.251)
Right.

Krystal Hobbs (22:10.031)
Hmm.

Thaddeus Tondu (22:10.286)
This is also why I like searchlight because it shows return on ad spend potential versus closed. Potential versus closed. Potential is what the marketing company's potential brought in. Then you gotta work on closing that, right? It's a two way street. It's not just, and now I know people are like, well, this is a couple, you're a marketing company. You're just saying that. yeah, I I bring you the lead. What do you do with like, do you want me to call the leads? Do you want me to book them into your system?

Krystal Hobbs (22:17.368)
Mmm

Thaddeus Tondu (22:37.954)
Well, no, okay, cool. Well, then this is, that's your thing. I bring you the lead. My job essentially stops when I bring you the lead. In a broader sense, obviously there's coaching and things that we listen to and call tracking and yada, yada, yada that can go involved to be able to help guide that. But by and large, that's where marketing stops.

Krystal Hobbs (22:44.888)
Yeah, Yes.

Krystal Hobbs (22:56.408)
Hmm. Yeah, absolutely. And I think you're speaking to a lot of how expectations have evolved there. And oftentimes, yeah, what you have is not really a marketing problem. It's, it's a conversion problem or lead follow up problem. So going back, that is to talking about AI, because I know a lot of contractors listening are probably thinking, you know, the way things are advancing so quickly,

If I wanna rank high, whether that's on AI itself or just in general, like I can use chat GPT, I can use all these tools to be able to make all these blog posts and tell me exactly what to do. What would you say to anyone that thinks that AI is their SEO and that's all they really need to be able to succeed?

Thaddeus Tondu (23:51.414)
I mean, they're not inherently wrong by that. I mean, you can definitely do that. But what's your opportunity cost? Or do you know the nuances of what you need, right? Like relevant, helpful content. This is the thing, relevant, helpful content. Yeah, you know what? I can go to chat.tbt right now or Claude. I mean, we actually prefer Claude for our content. And guess what? We use AI to help write our content. I'm not going to hide from that.

We also have a human review every single piece of content before it goes live on a website. So some people will just blindly take an AI piece and copy and paste it and throw it up on a website without having to read it. And that's dangerous because they want relevant, helpful content. You don't need to spam it. Some people are like, I'll do a blog post today. Well, OK, is that relevant, helpful content?

I mean, that's the question that a person has to ask. But the other part is, have you mapped out a definitive SEO strategy behind the content? Or are you just willy nilly picking out topics to be able to send and post it to your site? You have a topical authority cluster, and that's fancy talk for under drain cleaning. There's 98 different blog posts that we can write about drain cleaning. 98 about drain

cleaning.

And so we've mapped all of these things out. Like AC Repair, I don't even know the number of top matters. Remember drain cleaning sticking out of me. It's like we have 98 blog posts, we ran for drain cleaning. Cool, so what's the focus then? Okay, are we gonna focus on drain cleaning exclusively? Is that the biggest revenue measure for your business? We're gonna focus on that. Or is it location and service pages? Because location and service pages are little bit different than a blog post. You can't just copy and paste and put the content out. I mean, well, I guess you could.

We want to have some thought into it. Are you putting in the right h1 header? People are like, well, what's an h1 header? Well, if you don't know what an h1 header is, you're putting your own blog post and your location, your service pages on your website, you're probably not going to be that great after all, because you don't even know what that is. The other part is when do you and how do you structure your content? Have you programmed your AI to say, OK, well, if I think the last number was like 45 % of AI overviews come from within the first couple paragraphs of a web page.

Krystal Hobbs (26:09.056)
Mmm.

Thaddeus Tondu (26:10.114)
Have you put your most important information at the very beginning? Have you loaded what's called an H2? So these are the, if you go to a website, you're gonna see generally the H1 is like the big title, AC Repair Houston. And then underneath you're gonna have H2s spread throughout the page. You know, why we are the best company, so on and so forth down this. And so you have the next bold section, then you have text below it. Well, do you know that your first sentence or two needs to be the most important sentences under there?

programmed your AI to be able to write that way? Or you're just thinking, hey, the AI should probably know that. Well, no, you got to program it. You got to tell it what to do. So you can do it. Go for it. And then when your rankings go down and they stop, me.

Krystal Hobbs (26:47.923)
Yes. Yeah.

Krystal Hobbs (26:54.366)
Yeah. I love that. Absolutely. Okay, so obviously, there's so much I'm sure we could talk for three hours here. And there's so much to unpack when it comes to getting traffic and converting traffic online. But yeah, for our listeners, if a contractor listening really wants to dominate their local market online in 2026. What do you think are the

one to three things that they should really focus on right now.

Thaddeus Tondu (27:27.47)
specifically online? Okay, one of the three things one is continuing to do SEO I think it is absolutely powerful and needs to be there a second one is making sure that you have good branded video Content out there because when you can do branded video content

Krystal Hobbs (27:29.149)
Yeah.

Thaddeus Tondu (27:43.424)
Now people are are building up this brand people are online people are seeing videos They don't have to be like stupid silly tik-tok dances Although those are those are good to add in there, right? Show some humor show some content behind that create some of those things and then the third one is well I mean with the contents or I should say is running paid paid paid plans behind that organic content as well So somebody like reflective marketing would probably be a good benefit to be able to add that in there and doing some of the the online strategy Okay, you got this organic content

I know you you mentioned you don't really do a ton of the organic you do more the paid side on on the meta platform Well, you feel the content you can also then run paid ads behind it, in though so those two things and then just being omnipresent so the third one would be going into Facebook groups going on to reddit threads to be able to

Provide relevant helpful information not just go on there into a Facebook groups and somebody saying asking about an AC repair company and recommending yourself Now going out and providing some valuable information to that local Facebook group all the time Not just on on like posts that are that are gonna call you if there's something that you could give some value and helpful information on Do it because now you actually position yourself more as a helpful authority

versus just somebody who's there to take the phone call in wanting the sale. Again, it's Gary Vaynerchuk's jab, jab, jab, right hook philosophy, value, value, value, sale comes your way. Yeah.

Krystal Hobbs (29:13.121)
Amazing. Well, thank you, Thaddeus. I really appreciate you digging into all of this. I feel like there are so many good nuggets here. So what's the best way for our listeners to learn a little bit more and connect with you further?

Thaddeus Tondu (29:29.038)
Yeah, so they can find me on Facebook, so I'm pretty active on there. Facebook.com forward slash Thaddeus Tandu, I think it's Thaddeus.Tandu. I think it's Thaddeus.Tandu for Facebook. We also have

a YouTube channel, YouTube.com forward slash at Thaddeus Tandu. And of course, just reach out to our website onpurposemedia.com. That's onpurposemedia.com.

Krystal Hobbs (29:50.682)
and we'll put all those links in the show notes as well. That is, it's been a pleasure. Thank you so much for being on the show.

Thaddeus Tondu (29:53.464)
Perfect.

Thaddeus Tondu (29:58.838)
Hey, you're very welcome. Thanks for having me on.

Krystal Hobbs (30:02.116)
We're here!