

# Luxury Branding For Food & Beverage In Los Angeles | Super Cool Creative US Marketing Agency | Full-Service Boutique Graphic & Digital Design For Top Restaurants

## Seth Silver Interview 2022-09-27

[00:00:00] **Joey Myers:** Hello and welcome to the Lead Generation Strategies Podcast. I'm your host, Joey Myers, and this podcast is brought to you by Lead Generation SEO Services with a s at the end of that.com and Enfuego Media.

[00:00:19] Today I am privileged to bring on, I want to welcome Mr. Seth Silver. So welcome first, Seth.

[00:00:25] **Seth Silver:** Hello. Thanks for having me, Joey.

[00:00:27] **Joey Myers:** Not to be confused with Terry Silver from the Cobra Kai. Oh, way different dude. I don't know if you're into the Cobra Kai Series, Seth.

[00:00:35] **Seth Silver:** No. My daughter loves that and there's apparently a Doctor Silver too.

[00:00:41] **Joey Myers:** Dr. Silver in a show or whatever.

[00:00:43] **Seth Silver:** No, I guess just on LinkedIn, there's another guy and he's a doctor and it's a funny joke we have,

[00:00:50] **Joey Myers:** You haven't been able to copyright your name.

[00:00:52] **Seth Silver:** No, not yet.

[00:00:53] **Joey Myers:** So, Seth, he's a founder of Silver Creative Studio in Los Angeles, California. I'm going to let him go into more about his company, what he does and what he's up to. I know he just started a project this month. I'll let him get into that. His website is [sethsilver.io](https://sethsilver.io).

[00:01:08] Again, at the end we'll come back to that and let him talk about where we can find him on LinkedIn and all that stuff. So again, thanks for joining, Seth.

[00:01:15] **Seth Silver:** Yeah, absolutely. Thanks for having me.

[00:01:17] **Joey Myers:** Let's start off with, tell us what your company does at a high level for your clients.

## **Tell us what your company does at a high level for your clients**

[00:01:22] **Seth Silver:** Absolutely. We provide photography and video and design services for food and beverage brands. Predominantly our content lives on digital platforms, social media, eCommerce but one of the value adds with our service is that all of our content that we create for the client, they completely own it.

[00:01:46] Many of the times, they're able to leverage that content for a variety of different marketing purposes. While it is social or digital first content, they get a lot of value by using that content on a variety of different platforms.

[00:01:59] **Joey Myers:** [00:02:00] Very cool. Seth, again, this isn't a lot of times I'll have real estate people on, we talk marketing, lead generation, that thing.

[00:02:05] Seth's a marketing guy like myself. What struck me about him is I met him about two years ago maybe. We're just talking about that before we got on the call.

[00:02:14] **Seth Silver:** A few years ago. I've just been running my own consultancy business. We talked then.

[00:02:20] **Joey Myers:** Then you mentioned it was the social media leads.

[00:02:23] What was that site again?

[00:02:25] **Seth Silver:** I had a company called Social Control.

[00:02:28] **Joey Myers:** Social Control, that's right.

[00:02:29] **Seth Silver:** Which was a social media like digital creative agency. Ran that for 10 years with a different partner.

[00:02:37] **Joey Myers:** That was the one that I think I had contacted you on originally, we were looking at some merger acquisition stuff, and so we were talking about that, and you were on your way more into where you're at now, more the multimedia, the photography, the video, that thing.

[00:02:49] You being in LA it's a perfect spot for that. It's really cool to even talk to real estate agents down there in LA versus say in Kansas, a real estate agent in Kansas. Nothing against Kansas or the Midwest, but the video production and audio imagery. It's amazing what you guys are doing in LA and so far forward.

[00:03:08] I think I talked to somebody in Kansas, asked them what they do video production wise. Real estate again is a big imagery based, video-based thing that if

you take the drone coverage of a home, just the images of the home, video tours of the home, which I think a lot of people found important in 2020 when we isolated.

[00:03:29] **Seth Silver:** Everything went virtual.

[00:03:30] **Joey Myers:** My question to you is, so why the food and beverage industry? What got you into niching into that?

## **Why did you pick the food and beverage industry? What got you into that niche?**

[00:03:36] **Seth Silver:** I think it was like a natural progression at this studio that I had previously, social control. We had some large food and beverage clients.

[00:03:46] That was always a talent that we had and my business partner, she's a food stylist. She is the brains behind the creative execution, handles all the recipe creation. We found that to be a really [00:04:00] exciting vertical for us.

[00:04:02] We also have found that it's a vertical that is consistent in the sense of and I think we saw this throughout the pandemic particularly with agencies and businesses providing marketing services where certain verticals just simply stop marketing, right?

[00:04:18] The great thing about food and beverage is everybody always must eat. No matter what, economic downturn we might be going through, it's a strong business. People love to eat. What we like to say is that we create content. We create delicious content for delicious brands, and it's just a fun thing to do.

[00:04:37] It's like an art form for us. We can put love and pride into our work and because we're making it a lot, most of the time we're the ones that are cooking, the actual meals and photographing them and helping position that brand.

[00:04:51] That's the main reason for us. That's just something that we're incredibly passionate about and there's a lot of great clients to work with out there. There's a lot of untapped too. You'd be surprised.

[00:05:03] There are some clients that we're in talks with right now, can't get into too many particulars, but they have a variety of very large folding company for food and beverage, and they have a variety of brands that still are not doing much within the space because they're just big legacy food brands that obviously have a lot of retail distribution, so they do well without it.

[00:05:27] But they're realizing more and more that they need great content especially if you look at what Snoop Dog did. You've seen the news, right? And honestly, I wouldn't be surprised if he takes over a huge part of the market.

[00:05:39] I wouldn't be surprised if he starts competing with a lot of the big boys and people start realizing that influence is a big deal today.

[00:05:47] **Joey Myers:** I know he's been in crypto quite a bit. I know he is starting to get his hands in a bunch of different things. In the food and beverage, he's done something.

[00:05:54] What's that?

## **Snoop Dogg is getting into the food and beverage industry?!**

[00:05:54] **Seth Silver:** Yeah. So just over the past I believe it's like over the past week launched, Mama [00:06:00] Snoop. So, he's got grit, oatmeal grit, oatmeal, I think pancake mix or syrup, I believe. It's all breakfast stuff and then he's got like Snoop Snoop Pops or some type of cereal.

[00:06:14] I don't know the name, recall the name of it, but I know it's Snoop Pops or something of that nature. They've been getting a lot of PR about it. I mean it's interesting.

[00:06:24] What's great about that though is that my understanding, because I did some research and that a lot of the proceeds are going to, I think, help like homeless people and underprivileged communities. I think it's great that he's doing that.

[00:06:40] **Joey Myers:** They have some goodwill and things like that. It's interesting you follow some of these stars and some of them over others, but we have some news crypto sites and so he has been doing some NFTs and some avatars and Tony Hawk, with the skateboarding, like they do the same thing and to see him there and to see him know you're mentioning here the breakfast foods, Mama Snoop and he just got a name.

[00:07:01] Especially our age generation, we know Snoop Dogg, and he's a lot of voices. I don't know how old you said your daughter is...

[00:07:08] **Seth Silver:** My daughter's 11.

[00:07:09] **Joey Myers:** She's 11. Do you have one? One kid.

[00:07:11] **Seth Silver:** Just one. Yeah, just one.

[00:07:12] **Joey Myers:** You're watching all the different movies, like the DC League of Pets and what was the other one recently?

[00:07:18] It was a dog. It was Dog Gone Trouble. We had seen it a while back. My son who's nine, he's younger in this photo. My daughter's six but we were watching

the dog gone trouble and I don't know if I caught this in the beginning, it was a Dobermann, right? Snoop Dog.

[00:07:34] I don't know if I saw him in the beginning, but the end, it was probably the last 20 minutes of the video. This Doberman's on there talking. Whoa, that sounds like Snoop Dogg. That Snoop Dogg in this dog gone Trouble movie. He's like voicing. He's doing a lot of voices, voiceovers in a lot of these cartoon movies.

[00:07:48] **Seth Silver:** I think he does have a cartoon now though as well. You've seen it with Shaq and a lot of these, athletes.

[00:07:54] **Joey Myers:** Ice Cube.

[00:07:55] **Seth Silver:** Exactly and they've just started to venture out even I think like 50 Cent. [00:08:00] He's got a huge production company.

[00:08:02] I think it's great when they can do it for good as well, where they're giving back to the community.

[00:08:06] **Joey Myers:** And make money.

[00:08:07] **Seth Silver:** Yeah, exactly.

[00:08:09] **Joey Myers:** Let's go back in time, before we get to the lead gen side because we can't do a lead generation strategies podcast talking about it.

[00:08:15] Let's go back in time in your history. What were some of the things in school? Did you study photography, video production, marketing stuff? Is that what you studied in school? And if not, what brought you to that?

[00:08:28] **Seth Silver:** I did go to school for graphic design. That's where I really cut my teeth as a designer, graphic designer, design director.

[00:08:36] Throughout my childhood, I was extremely involved in art and growing up, obviously in Southern California, art and the street culture of skateboarding and surfing and all of that, came together and growing up in Los Angeles of course so there's a lot of exposure to Hollywood.

[00:08:56] I was fortunate that very early on age four, my aunt, my godmother, she was an art teacher and she taught me about art history and taught me how to paint. I was four years old, and she was taking me to the MOCA and, taking me to the LACMA and. I grew up with that and it's always been ingrained in me.

[00:09:17] I've always been a creative person. Then I decided to go to school, after high school I started, decided to get a degree in graphic design and from there, it's

been 20 years of just working with great brands. I've worked with brands across like many different marketing verticals.

[00:09:32] For me personally the consumer brands are the sweet spot. Food and beverage, and then, CPG.

[00:09:38] **Joey Myers:** Now, did you ever work for somebody's company, or have you always been an entrepreneur?

## **Did you ever work for somebody else, or have you always been an entrepreneur?**

[00:09:44] **Seth Silver:** I spent only about five years working on behalf of others and I was able to accelerate quickly because when I graduated school for graphic design, I worked at a company called Novacom, which [00:10:00] was like an Emmy award winning motion graphics company and based out of Hollywood.

[00:10:05] That really propelled things forward for me very quickly, I was taken under the wing of a creative director who happened to be a 14-time Emmy Award winning creative director who was at the end of his career, who was very, very much a mentor to me and so he taught me the basics of building and scaling a creative studio.

[00:10:31] How do you expand and contract creative teams? How do you inspire those teams? Then I had obviously the design, capability, but he also taught me a lot of design fundamentals that I wasn't able to get in design school per se. Like real practical design fundamentals.

[00:10:49] At that time I was working in the entertainment industry. My career has spanned a lot of different marketing verticals through the studios that I've run. So that was really like the first five years of my career was working on behalf of others in entertainment.

[00:11:04] Not so much consumer.

[00:11:07] **Joey Myers:** Talk about that transition. It could be scary, right? You're leaving an area, which is at five years, pretty good knowing you had the mentor and the whole thing. Coming out of that, going into business for yourself, what was your strategy?

[00:11:19] Or was it more of a hunt and peck experimental type?

[00:11:23] **Seth Silver:** For me, I've always been extremely entrepreneurial. I happen to come from a family where everybody runs their own businesses, so it's not foreign to me. I think that, yes, it was a little, obviously it's scary, but my first studio that I ran was a company called the Evolve Interactive.

[00:11:44] I've had a partner, so I worked at a studio in Hollywood after Novacom, I went to another studio that was more focused on like digital creative and interactive, website design and development, and then from there I started a [00:12:00] company called Evolve Interactive.

[00:12:01] I had a partner so that alleviated a little bit of it in the sense where we relied on each other, and we both had our own connections. It was that transition of going out there and where do you focus your energy? I think for me it's always like when you know you want to do something, you just do it.

[00:12:17] You could either send your resume out to a hundred people or you could start a company and send out leads, drive organic outreach. It all depends on what you're looking to do. So that was my rationale at the time, and I had some of the contacts already and that first studio did start off with some entertainment clients, like Sony for example, because we had a previous relationship.

[00:12:41] My partner, he worked for Fox Broadcasting, he had some relationships as well, and we were a hybrid, we were doing consumer work and then we were also doing entertainment. We were more generalists in that sense.

[00:12:53] **Joey Myers:** Now, it's interesting you've mentioned pretty much with every company that you started, you've had a partner. For some people that's scary to some companies that's scary to bring somebody on. What are the top two things that you look for in a partner in a business?

## **What are the top two things that you look for in a business partner?**

[00:13:03] **Seth Silver:** I think if you could find a partner that you guys have complimentary skill sets that's critical.

[00:13:09] For where you're at within your career, because I think that's changed for me. Like over the years, like if we talk about my first business, my second business. Now, this is my third business, within the span of my 20-year career. I think at every time you're looking for a little bit, for me personally was looking for something different.

[00:13:30] But always I'm looking for somebody who has a talent that I don't have. With social control, my social media agency that I ran, my first partner was a financial partner. He was more of an HR partner, more of an invest.

[00:13:46] He was an early investor in the business, so he was handling a lot of the business aspects human resources the financing, finances, [00:14:00] insurance, all that stuff. While I was building the relationships with customers and then also leading the creative team.

[00:14:07] This time around, I think it's more or less like my business partner, she brings a talent that I don't, she has her own talent, so I don't have the same talents



that she does, but our talents are completely complimentary, so it works out really well in that sense, especially with the market that we want to service.

[00:14:24] **Joey Myers:** Very cool. I like that. It's good advice for those out there looking for to bring somebody on and you obviously don't want to hire yourself because then the other things that you might not like to do are going to be tough.

[00:14:35] So let's go into the lead generation side of things.

[00:14:37] Your lead generation strategies, how have they changed over these three companies? You don't have to go into there was five things here, another five. Maybe it's the top couple things or maybe the top strategies, how it's evolved to now, like how it started and then shifted second gear, then third gear.

### **How have your lead generation strategies changed over the three companies that you've owned?**

[00:14:53] **Seth Silver:** I would say that it's becoming more highly qualified, right? I think in my early, like early days of my career with my first company, it was all about this like shotgun approach and it was like, let's just contact as many people as we possibly can, and there's pros and cons with all these different strategies, right?

[00:15:15] What I've always been grounded in is outreach. You must be comfortable going out there, hitting the pavement, selling your business and I do that through a variety of different resources. Over the years, that's changed. Now, third business in, I'm heavily involved in LinkedIn and Sales Navigator, right?

[00:15:35] Still using email, but more as a secondary or touch point, whereas like when I started my first studio evolved, it was incredibly effective. Like in the early days of social control, we get an email list. We would always be highly targeted with who we wanted to reach out to.

[00:15:56] We're always going after like enterprise level brands, [00:16:00] but the open rates were incredibly high. We secured some very large clients simply by doing cold email. That grew the business, for a long time and we would build relationships and so forth.

[00:16:12] Over the years, I've seen that change quite a bit. I don't think, from my experience, the cold email is a lot more challenging now. One reason is, especially because these larger companies, their IT infrastructures are much more sophisticated than they used to be.

[00:16:32] You can't just email somebody necessarily and expect that they're going to even get the email and especially if you have any type of link, hyperlink, or anything of that nature.



[00:16:43] **Joey Myers:** I was just going to say that.

[00:16:44] **Seth Silver:** Forget about it.

[00:16:45] **Joey Myers:** Deliverability.

[00:16:46] **Seth Silver:** Yeah. You're better off trying to slowly build the relationship, reach out to them.

[00:16:53] That's just my point of view, reach out to them. Let them know that, maybe you've done some research, you think you could add some value. This is what we do. Don't hard sell with a link or anything like that and just simply ask, would you be open to receiving some information?

[00:17:08] That's the approach that we would take now because if you send somebody a link, again, they might not even, get the email. Or we'll connect with them on LinkedIn and then we'll use that as like a, oh, I sent you a LinkedIn connection, or I found you on LinkedIn.

[00:17:26] We provide this service, right? And it's always highly targeted. Again, we're not reaching, like for us with Silver, we're trying to connect with food and beverage brands, so we're not reaching out to anybody who's not in that space because we have a product.

[00:17:41] Content, food, and beverage content, that we're highly qualified to produce and develop. We know that, if we can get our work in front of the client, there is a good chance if they have an opportunity to work with us, because we feel confident in the work that we're doing, so we're not just reaching out to anybody necessarily.

[00:17:59] **Joey Myers:** Now, [00:18:00] because you're using Sales Navigator on LinkedIn, for those that don't maybe aren't familiar, that's the premium service that you pay for on LinkedIn where you get access to much more private messaging and information. You have a filtering program where you can, like what Seth talking about, you can go in and look, you can filter by food and beverage.

[00:18:16] Companies, CEOs, marketing directors, it's good for those that don't know about it, go check it out. Are you guys searching regionally or certain areas? You don't have to give away your secret sauce or anything like that but are there certain areas. You don't have to be specific, but maybe areas of the United States.

[00:18:33] **Seth Silver:** Yeah, there's criteria, right? It's all like alert, test and learn when we first start using sales navigator, you want to make sure you check all the right boxes. Regarding the filters for us most of the time, we're looking to develop relationships with large, like enterprise clients typically that are public.

[00:18:53] We have found that those are the types of companies that just have the marketing funds to support what we do? What we do, there's a whole team of creatives working on the projects, so from concepting the content to delivering it.

[00:19:08] There's a team and it just requires a more premium. There's a premium cost associated with it. So therefore, we got to find the right types of clients who are able to support that and also understand the value of that.

[00:19:22] **Joey Myers:** Very cool.

[00:19:22] You're just putting it out there, seeing what response you get and if you start getting a decent response and you keep hitting that area basically in a region side of things?

[00:19:29] **Seth Silver:** Yeah, absolutely. We'll break it down. Like sometimes we might start with the LA area and then go more national.

[00:19:37] **Joey Myers:**

[00:19:37] Very cool. Now I know before our call, we were talking a little bit about, you had some things to say about SEO and things like that. I think SEO and maybe social media, I think you were maybe comparing contrasting. Can you go into that a little bit?

## **What are your thoughts on SEO vs social media?**

[00:19:51] **Seth Silver:** Absolutely. I've been fortunate to be able to see all sides of the equation regarding different lead generation strategies [00:20:00] and with social control, my social media marketing company that I had, we at one point we're ranking number one for a social media agency in Los Angeles.

[00:20:11] There's pros and cons to that for our business, right? This is not a one stop for every business per se, but this is just where we are coming from with it.

[00:20:20] As I mentioned, like I've always catered towards larger enterprise level clientele just because we're providing a premium creative service that requires those types of funds associated with it. The challenge that we were having is, while it was nice and it was a notch on our belt to say we're number one ranked agency, social media agency in Los Angeles.

[00:20:43] I would say for us, my experience was that 90% unfortunately, of those leads that were coming in were not the right clients for us because they were small. We don't service the small business sector. Not that we wouldn't, but we just don't, again, because of costs and they have limited budgets and so forth.

[00:21:07] **Joey Myers:** What were you finding were typical costs, were that they were looking to spend like a hundred bucks, 500 bucks a month or something?

[00:21:12] **Seth Silver:** Yeah. People are coming in with a thousand dollars or, things like that.

[00:21:16] **Joey Myers:** It's a lot of work too. Social media space is a lot of work.

[00:21:20] **Seth Silver:** Yeah. We had limits. What was interesting about it though was that it was something we couldn't really deny either, right? In the sense that we were getting so many inquiries at these micro budgets that we had to look at it and think of ways to offer some type of solution that was more cost effective.

[00:21:42] Over time we did, but we still had a \$5,000 a month, minimum. We were able to develop a service that we felt like we could give good value at a \$5,000 a month content, social media package. But anything other than that, we weren't.

[00:21:58] That still was hard for [00:22:00] us, frankly because we are used to providing a much more like service where we're acting as consultants and we're coming in and we're putting together, these are the concepts, this is the content plan.

[00:22:12] Having that FaceTime with the client to really understand their business goals and objectives and ensuring that our content is aligned with it rather than just going out there and just shooting content at the hit per se.

[00:22:26] Again, there's positives and negatives with it, depending on your type of business.

[00:22:30] I think now I would probably find a way to qualify a little bit more. Like at one point, we had a lead form, and we would just put the minimum budget and if they didn't have that, then they couldn't select anything.

[00:22:45] **Joey Myers:** What also might have been interesting too is some sort of a SAAS solution to that. I think maybe we talked about that when we first got together, where you can automate, so the multimedia content stuff we do is based off an AI and software automation and then we have a little bit of a human hands on, human approach. We have writers that write some of this stuff.

[00:23:04] But it's AI and software automation, so if a company wanted to come in and say, hey, we want a multi-media marketing event to go out every day, like we could do that, or once a week or once a month or whatever it is. We could do that because of the SAAS component. In the sense of the social media marketing.

[00:23:19] I think we talked about, I don't remember quite all the details when we were talking about back then, what you guys were doing, but being able to package a lot of the services that you normally do, but using AI and software automation to do

that, but that would require possibly acquiring a company that does that or partnering or something like that.

[00:23:37] Interesting stuff. I know that tug that you guys had on not wanting to not service people based on budgets, but that's business. You must figure out, you don't want to be working 24/7, you want to have some downtime, family time, stuff like that.

[00:23:50] If you are chasing everybody, anybody, and everybody, and I think last time we talked it was that top 10% that you really focused on. Those are the enterprise people or close to enterprise that you [00:24:00] can get to.

[00:24:00] **Seth Silver:** Yeah, I was always like incredibly just a static when we would get an enterprise level lead coming in and we would secure that business.

[00:24:10] It was just fantastic because I was like, wow, they just found us on Google and it's a \$20,000 a month retainer or something like that for us and it was great. We had many of those as well. But funneling through those lower-level leads was definitely a challenge for us.

[00:24:26] I know that there's other businesses that have solved that though, frankly. I was just at, in the mind space at the time. I wasn't particularly interested in solving that or servicing those types of clients. That said, there are very large social media, digital marketing businesses that have done that and offer very inexpensive packages and do a tremendous amount of revenue.

[00:24:53] But they built those businesses from the ground up and I think that's the thing. I think we were in because we were servicing more of those higher enterprise level clients. We built our business on this one-to-one connection, a lot of communication, account management strategy and when you've got those lower end budgets, you must remove process, like you were saying, or let technology take over.

[00:25:18] Then you've got to find technology to replace your process. I think there's something called like panda docs, like you could move your whole contract to like a SAAS tool where you know, you just basically, okay, you signed up for this package. They click a button, it sends them a contract, they sign it.

[00:25:37] You can absolutely do that now, but we weren't at the time set up to do that. It was all like, Okay, you want to onboard as a new client, Here's our contract. It was more of a premium service where it costs us more to engage that way.

[00:25:53] **Joey Myers:** It's amazing too, how it works out that way where you have the lower end services costs that you use the [00:26:00] AIs and software automation to make it cheaper and those people are fine paying that and they know what they're getting and then it's funny at the top where you're talking about the enterprise people, they want more of the normal relational type of service, right?

[00:26:12] They're not going to be the types that we'll buy or purchase an automation or AI. Possibly, maybe some of them will, but they want that. They want to know that Seth's there to take care of them, to do it for them, right? Done for you, basically. Amazing how it works out that way.

[00:26:27] **Seth Silver:** Absolutely. Like a big company, like a public traded company, even like a head of marketing is not going to have a credit card to be able to put in and sign up for a service. So that's what's the difference is you could go on, find maybe a company, like a social media company that can offer these lower-level packages and then it's like they click a button, you put in your credit card.

[00:26:50] That's more servicing small businesses, but if you got a publicly traded company, no one's holding a credit card except the CEO or, and so you got to go through a lot of hoops. Even when we had to onboard, for example new analytics tools and things like that.

[00:27:07] We couldn't just end those off, operate that way, where they would require like a credit card from the client. If you could go through procurement and it's a whole process.

[00:27:16] **Joey Myers:** Financial department. The CPAs. All the different CPAs and heads of accounting.

[00:27:20] But it's fine though, because like you said, it could be a \$20,000 retainer or a hundred thousand dollars retainer or something like that.

[00:27:26] It's well worth the effort to put into that.

[00:27:28] Hey Seth, I want to be respectful of your time. Thank you for sharing all that you shared. Please share with people where they can find you, if they want more information, say, eventually we'll probably run into some food and beverage people to get on here and they may see it because we put it on Google the way what we do.

[00:27:41] They may find you anyway, so where can they find you, gets a little bit more information.

## Where can people find you Seth?

[00:27:45] **Seth Silver:** The best place to find us is just [sethsilver.com](https://sethsilver.com). That's the best resource.

[00:27:51] **Joey Myers:** That shifts over from Seth Silver io

[00:27:53] **Seth Silver:** We're in transition right now with the new studio.

[00:27:56] But we will keep that website up. It'll be sethsilver.com [00:28:00] and sethsilver.io. It's all the same but we're going to be transitioning that website over to all of our food and beverage work. Over the next month or two. Right now, it's a little bit, more general.

[00:28:10] **Joey Myers:** Then over at LinkedIn Seth Silver

[00:28:13] **Seth Silver:** Yeah, Seth Silver on LinkedIn.

[00:28:14] **Joey Myers:** Dr. Silver, we talked about Dr. Silver or Terry Silver from Cobra kai. So, Seth Silver, not Terry Silver. Totally different gentleman when talking about that.

[00:28:24] Okay. Cool. Thank you so much Seth for joining us today.

[00:28:26] Taking the time and sharing your advice and all that stuff with, from anything. From lead generation to what you guys are doing with photography and multimedia and video and all that stuff.

[00:28:36] **Seth Silver:** Yeah. Thanks, Joey. I appreciate it.

[00:28:38] **Joey Myers:** You got it. All right. Hang on.