

**Ep #250: 10 Questions with the Man Who Knows Me
Best**

ROADMAP
to
REFERRALS



with *Stacey* **BROWN
RANDALL**

Full Episode Transcript

With Your Host

Stacey Brown Randall

***Roadmap to Referrals* with Stacey Brown Randall**

Ep #250: 10 Questions with the Man Who Knows Me Best

Stacey Brown Randall: Can you believe it? 250 episodes in the can. That's right, and today, I have a very special guest joining me for our 250th episode. This should be a lot of fun.

Hey there, and welcome to episode 250 of the Roadmap to Referrals Podcast, a show about helping you build a referral business. I'm your host, Stacey Brown Randall.

Okay, so as you know, this is episode 250. It's like every 50 episodes, we get to hit a new milestone, which is very exciting.

And I thought for this episode I would do something a little bit different. So, I decided to invite probably the most important person I would say, or close to the top, the most important person in my life, to come on the podcast and let me interview him about my business. Doesn't that sound like fun for him?

So, I invited my husband Norm to join me on this episode, which is actually something he's done before, but it's been a really, really long time since he was last on the podcast. He was on episode 60. So, I will link to it in the show notes for this episode.

Of course, you guys know the show notes are staceybrownrandall.com/250 for episode 250 (and Stacey has an E) but Norm was on episode 60, so like way back when this podcast was still just a baby. And he actually interviewed me and now, we're turning the tables for episode 250. I gave him a long break, I'm happy to be here.

So, Norm, how you feeling?

Norman Randall: I am feeling incredible.

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Stacey Brown Randall: We'll see how you feel when we're done. No, I'm totally kidding. Alright, are you ready for this?

Norman Randall: So, am I in like a hot seat? Is that what's going on here?

Stacey Brown Randall: Well, I am going to ask you questions about my business, so I guess we'll see how well you know my business. Is that even fair to do this to you?

Norman Randall: Let's do it, I'm ready.

Stacey Brown Randall: I think if anything else, that'll be super fun for you and I, but hopefully, for everybody else listening as well.

So, before we dive into the questions that I have prepared for you, and not shared with you — other than being my hotty husband and father to Jacob, McKenzie, and Danny, why don't you tell folks a little bit about yourself, what you do?

Norman Randall: So, when I'm not being the husband or the dad, I spend most of my time supporting you in your business. And when I'm not doing that, I work for Insperity, and I work as an advisor and we are an outsource HR strategy type company that focuses around everything that touches the employees of your company, whether it's risk or payroll, or performance or talent and development, and enjoy it. I really, really enjoy it.

Stacey Brown Randall: That's awesome, thank you for doing that. Alright, here we go, 10 questions. So, just you know, no one, especially me, is expecting for you to get a 10 out of 10, but we'll see. I mean everything, the competition, Randall, come on, you know me.

Norman Randall: Okay.

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Stacey Brown Randall: I'm just kidding. Okay, here we go, question number one. I thought I would start with some softball questions to make this a little bit easier for you. So, don't bumble. Here we go.

What year was my book released?

Norman Randall: That is easy, it is 2018.

Stacey Brown Randall: Okay, so that's a super easy softball question. So, this is not question number two, this is question 1A, it goes along with the first question.

How long did it take you to finish it from start to finish cover to cover?

Norman Randall: Before it was published? Because I read through it many times before it was published. So, please give me some credit there and post ... I don't know, it seems like you know the answer. I don't know if I should answer that.

Stacey Brown Randall: No, I try not to remember and I'm sure in my mind the time it took you to finish it has only grown and become more dramatic in my mind over the last couple years.

Norman Randall: Let's say ... here's something I do remember. I remember being in Nashville and we were excited about your book release and it was November of 2018. I think your book came out in October, but I assured myself I'd have it read before we got there. So, let's just say a month.

Stacey Brown Randall: Okay, let's go with that. That is awesome, alright, so here's another one. This is also about the book. I don't know if you'll be able to get this one.

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Do you know how many awards the book has won?

Norman Randall: Thousands.

Stacey Brown Randall: Nope.

Norman Randall: Okay.

Stacey Brown Randall: But that was a nice, sweet guess. How many awards officially has the book won?

Norman Randall: 15? Three?

Stacey Brown Randall: There you go. I knew you'd get down to it. I appreciate you trying to act like it's ... yeah, you're awesome.

Norman Randall: I thought it was a trick question because I know that. I just maybe thought there was more I didn't know about.

Stacey Brown Randall: The book could never win an award, and I not tell you.

Norman Randall: I agree.

Stacey Brown Randall: Alright, that's true. Okay, so last question about my first book. And for those of you who are like, "What is the name of her first book?" It is *Generating Business Referrals Without Asking* available wherever books are sold.

Okay, so last question about the book: who is the book dedicated to?

Norman Randall: The book is dedicated to your dad.

Stacey Brown Randall: Right. Ding, ding, ding, look at that.

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Norman Randall: Mr. Steven Brown, who was instrumental after writing and publishing many of his own books.

Stacey Brown Randall: Yes, he still has me beat on the number of published books and I have no intentions of catching up to how many books he did have published while he was alive, that is right.

Okay, so let's move on. Question number four — I know you don't see this coming, so I cannot wait for your answer. What do you think is holding me back from finishing book number two?

Norman Randall: Oh wow. What's holding you back from completing book number two that's only pages away from being done and has for years? Let's see.

Stacey Brown Randall: So, as you think about your answer, let me give some context to the listeners. So, I started this book, this book got its acceptance from the publisher back in 2019, end of 2019. And I was going to have it written and the goal was for it to be published in 2020. And then COVID happened in 2020.

I literally was on a writer's weekend and the world started shutting down. So, I came home from that and the book sat. So, like we're not talking like, "Oh, she's six months behind." It's 2023 and that was 2020 that it was supposed to be done like first or second quarter.

So, when we say what's holding me back, like it's not an insignificant amount of time, I guess I would say. So, just putting some context there for our listeners, because we very well could have some first time listeners listening to this podcast and they're like, "I thought Stacey just did all the talking."

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So, this episode may surprise them. So, okay, what's your answer? What do you think is holding me back?

Norman Randall: Well, I know through the first one, there was a lot of blood, sweat, and tears, it's an incredible journey and an accomplishment to publish one book. And I think number two is this like elephant in the room that you know you can do it, but it does take the time and the commitment.

And also, you've always been most creative when you take your weekends or extended weekends away. So, it's you and your pen and your paper (or let's say your computer). And maybe there just hasn't been the window or the season for you to be able to get away enough to do that.

And I think it's just, you have so many ideas and so much potential in writing book number two. In fact, I think there's more books to be written after that that maybe it's also just zeroing in on what those last few chapters might be so that it overall, tells the story you're trying to share.

But I couldn't tell you exactly why I'm a little surprised, but I think also the further you get away from it, the harder it gets. So, let's get back at it.

Stacey Brown Randall: That is the truth, I think you're right. I think now that we're this many years later, it's like I mean just like, you know, "Hooper get off the pot." I mean, on some level, it's like kids like do it or just call it a day. But I do want to finish it.

I appreciate you not saying that, I have a tendency sometimes to just be lazy, so I appreciate you not saying that. I think there are many reasons why this book hasn't finished and hopefully, we'll be able to make an announcement about it actually being

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completed one day soon. So, thank you for that answer, I appreciate it.

Okay, question number five. I'm going to be surprised if you don't get this one because I'm pretty sure you know the answer to this. But what process did I put in place in 2019 within my business that I contribute as the reason why 2020 was just another year for me and my business versus it being, "Oh crap, COVID, global pandemic year, and my business really didn't do as well as I expected."

What process did I put in place in 2019 that I attribute or contribute to making my business just deal quite well with 2020?

Norman Randall: I think that's fairly easy too because I implemented it into one of my businesses as well, but it's profit first.

Stacey Brown Randall: Yep, awesome. We are both fans of the Profit First system and methodology. That is a Mike Michalowicz, that's the name of the book, *Profit First*, and that's the name of the system as well. And yes, I'm a big believer in it.

I've talked about it here before on the podcast before. I really think if I couldn't teach what I teach, I mean, I don't ever see myself not teaching what I teach. But if someone said, "Hey Stacey, you can't teach referrals tomorrow, find something else to do," I think I'd be helping businesses with profit first, which is funny because I hate math and pretty much hate numbers, but I do love that process.

Okay, alright, we've got more questions coming, so are you ready to keep going? I mean, you did five and you nailed them, so you ready for the next five?

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Norman Randall: I'm ready for the next five, bring them on.

Stacey Brown Randall: Hey, pardon the interruption. How many more episodes are you going to listen to before you take the plunge and join me inside Building a Referable Business, my coaching program?

First step is to submit an application to see if you are accepted. If you're approved, you'll receive all the details plus a training video that explains how we double, triple, and quadruple our members referrals in one year. Then you can decide if joining now is the right move for your business.

Go to staceybrownrandall.com/referable to learn about everything you receive inside BRB. Like access to the weekly question and answer sessions with me, access to all 18, soon to be 19 referral strategies that I teach, and of course, customized roadmaps every 90 days to follow.

Again, the link to apply is staceybrownrandall.com/referable. Okay, here we go, question number six. Now, this is going to be fun. I'm going to be honest with you, I'm not even quite sure I know the answer to this one, so I'm really excited just to see your answer.

So, how many different business models have I had or evolved from in the last 10 years?

Norman Randall: Ooh, I don't know the right answer.

Stacey Brown Randall: Talk it through, talk it through.

Norman Randall: Yes, I am, I'm thinking. It's funny because I was going through some cozies of older models of yours where it was ... oh my gosh, there's been a couple of them. And it's

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funny because I had email addresses that have some of those business names on them as well. I think it's seven ... six or seven. Do you know the answer?

Stacey Brown Randall: You know, in reality, I'm not 100% sure I know the answer. I had coffee with Ebony a couple of months ago and she asked me that question, like the evolution to like, "What are you doing now?" And like, "Wait that's so different from where you started, how did you get there?"

And I kind of mapped out all the changes in my models. I think it needs to be its own podcast episode. I think we need to do one of those on it, maybe I should do that sooner rather than later because I'm not sure I could answer that question. I think that I have evolved. And some evolutions, I wouldn't say they have evolved.

It's like I was operating with the online programs and then I added a one-on-one component to it. So not, not everything's been like, "Hey, you know ..." I mean, I started as an hourly, like you bought hourly coaching packages with me.

Like I sold hours, that's what I did, and I sold them in coaching packages. And at first, I don't even remember this, but I used to drive to my client's offices. I was a master of figuring out how to put them all that were all on one side of town so that I could have 20 minutes in between each office.

I would only give myself 20 minutes and then eventually, I got off of space. But I started out as a one-to-one hourly based coach, doing coaching, and then evolved to the online programs and then evolved well I guess to workshops and then the online programs, and then just kept evolving until now. The main obviously way that I work with folks is BRB.

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Norman Randall: I think that's a testament to a really like aware entrepreneur. And I say that just so you know having businesses and the name may not change, but what we do has to change sometimes to adapt.

And I look at just working with a Fortune 500 company before I came aboard four years ago, it's had some changes in processes while. I've been here, but it started as a company called Administaff and turned into Insperity.

And I think every business evolves and changes and processes and it doesn't mean it's different for a solopreneur or a small businesses owner. I think that's just smart business. So, that's my input.

Stacey Brown Randall: No, I think that this is why everybody thinks you're brilliant, because that was a really good synopsis there.

I think evolving with the times is important. I think it's important that as entrepreneurs we don't go chasing the bright shiny object, or the squirrel that gets our attention, a new cool thing to do.

But recognizing how we can best serve our clients while also creating the boundaries around the business that gives us the lifestyle that we're ultimately after.

And I do think I've gotten better about that in years of staying focused and staying committed to how can I be the best for my clients while also making sure I've got all the time that I want to be a wife and mom and friend and daughter, and all those things that actually make life super, super rich.

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So, cool, alright. And I think people appreciate hearing. I mean, you've been an entrepreneur multiple times, so I think you have a lot of great insight to share in that regards too.

I mean, your restaurant, you owned it almost 15 years, the food and beverage management company, was that four? Is that right? So, you've got a lot of — you should probably have your own podcast, maybe you should write your own book.

Norman Randall: I'm trying.

Stacey Brown Randall: Well, don't ask me how to do it because I'm barely struggling with the second book.

Norman Randall: Yeah, well, we came up with the title so at least we have that.

Stacey Brown Randall: Yes, we did. Do you want to share that or you want to keep that a secret?

Norman Randall: Yes. It has to do with having a restaurant and then getting out of that business, and the title of the book is called *Check, Please!*

Stacey Brown Randall: I think it's so awesome, you probably need to go secure that. Alright, moving on to the next question, I think this is question seven. So, this is a little bit of a different question.

You have been able to hang out with my clients from time to time, right? So, sometimes when you and I are traveling together and we're in the city or a town where a client is and it works out for us to like meet up with them, grab coffee or something, or just say hello ...

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So, you've had a chance to meet my clients from time to time, we're just in their town. And then of course, you attended the in-person retreat we did for the BRB members. And of course, that is a bonus that people who join the coaching program, BRB, I bring everybody together for two days in December, and we spend one day all things referrals and the next day on all things goal setting.

And so, you've had a chance — you were there, I appreciate your support. And you were there and had a chance to meet all my amazing clients as well. So, I know this is a hard question, but I'm super curious because I think you're just very insightful. What is a commonality you see in all of my clients?

Norman Randall: Good question. I think meeting several of them and knowing some of them as well, I think number one, they have a heart to get better, they have a driving force to do better.

I think there's a realization with anybody in entrepreneurial businesses that they are really good at some of the things that they do, their core competencies, but they realize there are people who might be able to help them exceed in other parts of their business where they necessarily couldn't.

And I think there's an intentionality of, I want to do this better. And if they're building a business because they think they're helping someone or solve a problem, or maybe even in the restaurant business, I was in business to serve people food and drinks. And if I want to do more of that but I'm not sure how, well, then I need to be really intentional on how I'm going to do that.

And I think one way that I've seen them and the commonality is them just being committed to a process once they've engaged

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you and then staying committed to that process itself. Because that's where a lot of the success comes.

So, I see an intentionality to get better, understanding they can't do everything on their own, and then just committing themselves to the process.

Stacey Brown Randall: Yeah, I cannot agree with you more. I think that one of the things that we see with the — and I'm thinking specifically a lot about the BRB coaching members, the idea that they are committed. And they're committed to their consistency because we all know that's where the results lie.

Like when I get to talk about someone's amazing results that they had doubling or tripling or quadrupling their referrals in a year, it's not just because I did it, it's because they learned and then put it into practice, and then kept it going.

But to your point, the other thing is that they recognize and they welcomed somebody else helping them figure it out, and I think that's important. Like I'm just thinking of a couple of the attorneys that we have in the program, they're incredible attorneys.

If I needed something, those would be the folks I would want to go to for a multitude of different reasons because they do different things. But they knew when they wanted to learn how to get referrals, they were like, “Okay, we're open to learning from someone to teach us.”

And they trust the process and I think that's the big piece as to why they all get to be successful. So, yeah, they do have all that in common, awesome. So, here is question number eight.

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What do you think I love most about what I do? What brings me the most joy?

Norman Randall: I think this actually is the easiest question, and it is as transparent as anything I see what you do in your business and when you see the success of your clients, it's like a happiness, especially when they provide you with the feedback of what's working.

I understand it's gratifying and it's sort of like proof is in the pudding, but like you genuinely really care about your clients and when they succeed, they probably will never see it. And I'd love to record it one day, but there's just this excitement, this like Jubilee you're dancing and I don't know, it's just there's a joy there and I think that's really special.

Stacey Brown Randall: Thank you, yeah, it definitely makes everything I do completely worth it. When I get to — as I say to them, share in their success and then take credit for it too (just kidding).

Norman Randall: That's great.

Stacey Brown Randall: Oh, I'm totally kidding. Okay, so here is a random question, let's bring the kids into this. What do you think our kids think that I do?

And spoiler alert, because I knew we were doing this recording today and since I took two of them to school today, I asked them, and so I know what they think.

Now, I didn't before, but now I do. I mean, I didn't have a chance to talk to Danny because obviously, he went to school way earlier, but I'm curious to see if you know.

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Norman Randall: Alright, so let me go off course for just a moment. And it's funny that you said that because I had two of them in the car the other day and we had this little jingle from work (I'm in HR) that says, "Have your peeps call my peeps for your HR needs." And they come with candies that are peeps.

And so, our daughter had asked for peeps and I said, "Well no, this is for work, these are for some of my contacts." And she said, "Well, I need HR help." I said, "Oh, do you really? So, how much do you know about HR?"

She said, "Well, I know that I need help with it." And I said "Okay, so who does your payroll?" And she said, "MasterCard." And I said, "Okay." And then, actually Jacob kind of helped and explained a little bit about what I do. So, I was surprised and happy to know he knows a little what I do.

Okay, back to you, that's why we're here. I am curious, are you asking overall all three of them individually? Like what do they think you do? I think a lot of them would say, "Mom is always busy, always on her computer, and she is emailing ..."

Stacey Brown Randall: That's not fair.

Norman Randall: Or talking to text or in a video where we can't ... the light's on outside so we can't go into the office. But I think in the heart of it, they would say she works with people to help them make their businesses better. Like I think that they would actually, like if we really drill down, they'd say that. But overall, I think they'd say you work quite a lot.

Stacey Brown Randall: Okay, so we need to ask them that question because I don't think that they would say that I work a lot. I mean, I know McKenzie in time, has definitely said, "You work a lot" and I want to be like, "I'm hiding from you guys."

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Like I'm out here in the office pretending to do work or just to get away from the drama inside two teenagers and a pre-teen. And I know she did make that video of me about the work, work, work.

So, she does think that from time to time. But how would they feel if they knew that this afternoon, I was in the house after lunch watching Ted Lasso.

Norman Randall: You know, who wouldn't want to be doing that?

Stacey Brown Randall: I know. So, I think maybe they see me working, but that doesn't mean I'm always working. So, I had Jacob and McKenzie in the car and I asked them and I said, "So, what would you say that I do? Because I'm going to ask Dad what he thinks you guys would say."

And Jacob goes, "You help people with referrals." And I was like, "Whoa. Like yeah, that's right." And McKenzie was like, "Yeah, that's what I would say, you help people," and Jacob's, "Like with referrals."

And I looked at them and I had this moment, Norm, when I was like, "Oh, wow, actually they're too old for that question, there's no more cute little answers that come out of our children." Like, they get it, they're like, yeah. And I said, "And what's Dad do?" They're like, "He helps people with their employees."

And I was like, "Okay, this is not nearly as fun as it was when you guys were like five and seven and guessing things."

Norman Randall: So, what's really cool though, is I think they're starting to ask questions in the inquisitive, and you start — I don't know about you, but I think other business owners who

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start thinking, “Oh, what's my succession planning doing and what am I going to do next?”

And I think you and I have talked about it. I think one of our kids would be blessed to be able to take over your business and they're starting to ask questions about it. Is this something you would enjoy doing? And I don't know, I just think there's something that's a neat conversation to have with them.

Stacey Brown Randall: Yes. I will say though, it's usually McKenzie that asks about taking over my business, and the questions typically pertain to how much do you actually have to work and is it boring?

So, not really, I'm like “You cannot burn down and like break apart what I've built over here if you think you're coming in. So, you got to show a little work ethic there.” But yes, I do think it's an interesting conversation, but we are so far away from that. I'd like to think.

I'm still too young for that conversation, Norm. Having a child take over my business, I can't think about that. Okay, so final question, I've really enjoyed this, I hope you have too.

Norman Randall: I actually have, absolutely.

Stacey Brown Randall: I really hope our listeners have enjoyed this and haven't already tuned us out. So, they are like, “We didn't even get to question 10.”

Alright, so this'll be interesting. Final question: what is one thing that my clients and the listeners of this podcast may be surprised to learn about me?

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Norman Randall: Well, you kind of ... oh man, let's just say that you actually kind of just spilled the beans a little bit with your moving inside while the kids were at school to watch Ted Lasso.

It's funny, two things come to mind. I don't know if I want to ... yeah, let's share the second one too. But the first one is, there are times that you take time for yourself and zone out, and you binge watch maybe Hallmark Channel.

Maybe it's Belmont Abbey for the 18th time, but I'm not sure the kids see it all the time, but there are moments where you like to just have some Stacey time in front of a program TV and that's some time's a happy place for you.

Stacey Brown Randall: So, there's a second one you want to share before you do that. Yes, I have learned through some of my personal and professional development over the years that that's actually a characteristic of an Enneagram three, is that sometimes we just have to completely get a — like I used to just feel like I was being lazy.

But the truth is, and particularly I think with a lot with what I do, sometimes it's a lot of deep creative thought, whether it's coming up with podcast episodes or it's writing or it's coming up with language for a touchpoint for a client in BRB for an upcoming session that I have to share.

My brain is like constantly trying to be creative and I don't use ChatGPT and AI to write any of my things, at least not yet.

Norman Randall: Good for you.

Stacey Brown Randall: So, thank you. So, there is a lot of deep thought that happens and that can actually be really exhausting. Or when I'm presenting, like I may be sitting in this

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office and presenting a virtual presentation for an hour, but it still feels because you're on and you're jacked up and you're trying to give your best energy, it still feels energy depleting when the camera turns off, whether I have walked off stage or I'm just walking out to this office.

So, I have learned that it's not all bad that I do then take time and zone out that allows myself to replenish. I don't know if how I'm zoning out is probably the best way to do it, but I do have a tendency to do that.

Okay, and then what's the other thing you think the listeners and my clients may be surprised to learn about me? It's alright, spill the beans, Norman, I can take it.

Norman Randall: No, I don't think it's a bad thing. I think there was an old program show on TV called The Apprentice and it was run by Donald Trump and you made it really, really far. But I think in testament to you, I think there were some things that you'd have to compromise in your beliefs and your heart and who you are.

You weren't willing to do that, but there is video of some really cool audition tapes for that show that I won't share ever until you tell me to. But I think it'd be interesting for people to know that you could have been the next apprentice. So, am I wrong?

Stacey Brown Randall: I don't think I was ever going to be the next apprentice, but I did have fun putting together the audition tape. It was fun to get the call back and to be able to go to Atlanta to do an in-person ...

Norman Randall: Did I embarrass you a little bit with that?

Stacey Brown Randall: Am I red?

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Norman Randall: You are-

Stacey Brown Randall: Yes, so I just never talk about it, because then he went off and decided to be the president and there's a lot of polarizing opinions about him.

So, I just never talk about the fact that I did audition for that show. And I think it would've been season two, if I remember correctly when I auditioned. I don't know how many seasons they ultimately ended up having.

And to be honest, I'm not quite sure I had what — if I was cut out for it. The in-person interview that I had to go to, I walked out of there to your point, and I was like, “Oh no, I need a shower, this was terrible, like I feel dirty.”

Like it was an interesting interview to say the least. So, the reality TV is not for me. Okay, so that's our 10 questions. Anything that you think I should have asked you that I didn't?

Norman Randall: I wasn't sure what you were going to ask. I think you may be mentioned several of the questions that you could ask. I didn't think it'd be fair to prepare, so hopefully, my answers had some insight, but I hope you'll share this.

I am incredibly proud of you for 250 podcast episodes. It just sort of blows me away to think that that's like five years every week of having content and sharing it and trying to help people, and I'm just blown away and really proud of you.

Stacey Brown Randall: Well, thank you very much for that, it is a labor of love. I do enjoy the podcast, but content churn is real as well. I just want to make sure that every week when the listeners let me into their earbuds or into their car or whatever, that it is valuable on some level. So, thank you for that.

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Ep #250: 10 Questions with the Man Who Knows Me Best

Alright, I did mention that I would link to the first episode that Norm was ever on. If you're just interested in a little throwback episode 60, I will link to that episode in the show notes page for this episode, which is staceybrownrandall.com/250.

If you're connected to Norm or you know Norm, or of course, you see us promoting this episode on social media and we're going to tag Norm, give him some love, tell him he did a great job. Let him know that he — you guys can't see him but he's like pretending to dance right now because we didn't do a video on this one, but I can see him.

But give him some love, tell him he did a great job, give him some feedback. I'm sure he will appreciate it. He doesn't need any feedback when it comes to being a husband, he is already fantastic.

Alright, next week is episode 251, and I think we're going to actually talk about a little bit about my business journey, what Norman and I talked about earlier. I'm going get that episode recorded and get it ready to go.

And we're going to talk about business is never a straight line and what that has looked like for me. So, until then, you know what to do: take control of your referrals and build a referral business. Bye for now.