



## **Noble Transcription Services - Entrepreneur Delivers For Multiple Industries**

*Welcome, and you're listening to The Struggling Entrepreneur, the podcast where we address the challenges that you face when you're a struggling entrepreneur and where we try and assist you with experienced and successful small business owners who share their lessons learned as well as resources to help you become successful.*

Fred Castañeda: Well, good morning. This is Fred Castañeda speaking from The Struggling Entrepreneur, host of that podcast, coming to you live from I think about maybe 40 yards from the exhibit floor of the exhibit hall in the Ontario Convention Center. And I'm here with April -- now I don't want to mispronounce your name, April.

April Naaden: Naaden.

Fred Castañeda: April Naaden, N-a-a-d-e-n. And her husband Chris is here too, and they are part of [Noble Transcription Services](#), and we're interviewing them because they definitely are startups in the entrepreneurial business and I definitely want to find out what they do, how they do it, and how it's going for them. And we'll ask that rough question about the obstacles and challenges and problems that they were facing as struggling entrepreneurs. Hopefully they're now successful entrepreneurs but hopefully you'll be able to learn what they've been able to accomplish.

So, April Naaden, thank you very much for joining us. On behalf of The Struggling Entrepreneur, welcome.

April Naaden: Thank you.

Fred Castañeda: April, for our audiences here -- and I know that I've used your services, too -- but I'd like for you to tell them in your own words what it is that you do and you offer to the small business, to the entrepreneur, to the podcaster, to the online marketer, to the Internet marketer.

April Naaden: Well we take any audio and we turn it into text. So we take a podcast or we take recorded meetings, interviews that people do, we take all sorts of audio, we type it up so that it can be reviewed, analyzed -- read -- so that that is another option rather than having to re-listen to whatever audio was produced.

Fred Castañeda: Okay. So you produce a transcript.

April Naaden: Yes.

Fred Castañeda: But now it's not just a simple text transcript -- and I know from my own experience. What kinds of transcripts and what formats do you provide to the customer?

April Naaden: We do a variety of formats. We do whatever people are looking for. Some people want just raw text so that they can throw it into another program later. A lot of people like formatted text where we do a hanging indent and we put names on the left margin.

Fred Castañeda: Yes, I resemble that remark.

April Naaden: That's yours, exactly. That's what a lot of podcasters like to see. So we format however people are looking for to make it readable to them, and we really like to see the names on the left side, we see margins indented so that people can have just a very visually appealing transcript that helps with the readability. It really helps to be able to read something when you can look at it and understand what you're looking at.

Fred Castañeda: Okay. And there was also one other thing that I was very, very strict about when I gave you my requirements for a transcript, and that is that I wanted them in a final form, PDF document, with banners at the top and colors and all these sorts --

April Naaden: Yes, yes.

Fred Castañeda: And can you tell them about that, please?

April Naaden: Absolutely. We take your own logo and we put it at the top of the page so that it's a recognizable document.

Fred Castañeda: Or banner, right?

April Naaden: Or the banner, yes, with your own logo, picture, whatever you have. We put footers on there so that every single page has your website on it, in case somebody prints it out and loses a page you can see exactly what that came from with the website -- like

[StrugglingEntrepreneur.com](http://StrugglingEntrepreneur.com) right there at the bottom of each page. So we make it recognizable to the person we're working with.

Fred Castañeda: Okay. And you can also create PDF files, as I said.

April Naaden: Yes.

Fred Castañeda: So what formats do you put it in? I know for me you gave me raw text, you also gave me Microsoft Word formatted document, and then you gave me the final PDF unmodifiable document with links, right? With active links.

April Naaden: Yes, with active links. All websites we do set up as a link. If you want other words to translate into a link to a separate website, you can just let us know about that and we can do that. But when websites are mentioned, we automatically set those up as links.

Fred Castañeda: Okay.

April Naaden: And what we also do -- I'm sorry, here's what I was thinking of. What we also do with the PDFs is that we do tag the PDFs so that they are readable by the search engines.

Fred Castañeda: Good. And there's a special reason for that is because as April and Chris in Noble Transcription Services did for me, they actually did a few of my transcripts -- interviews that I had with Dave Wilkes, for instance, one of the key participants that I put on the website and on my CD that I give out free to people -- but you also did a white paper that I had which was called "The Issues Facing the Struggling Entrepreneur."

April Naaden: Yes.

Fred Castañeda: And so you actually were able to get white papers formatted in a nice area, in addition to just transcripts of the audio.

April Naaden: Yes, yes. And, like I said, any formatting people are looking for, that's what we do. If it needs to be a little more raw, if it needs to be spruced up with the nice banners up top, whatever needs to be done, that's what we do.

Fred Castañeda: Okay. Are you looking forward to doing other types of transcripts, for instance there are other people that provide transcripts with maybe side bars and quotes of the pages with a very, very -- almost custom looking format. Do you do those as well?

- April Naaden: Absolutely. Absolutely. All someone has to do is give us a sample of what they're looking for and we can produce it. For example, the quotes on the side of the page, people usually know what they want to see --
- Fred Castañeda: Call-outs they're called, right?
- April Naaden: Yeah. People know what they want to see there and all they have to do is tell us and we can throw that in.
- Fred Castañeda: Or you can use your own creativity, as you did with me a couple of times and had these call-outs based on what you were actually seeing, reading, and listening to.
- April Naaden: Exactly. Exactly. So we format everything. Another thing we do with the formatting, because it's very common in speech -- I do it, everybody does it -- that we all stutter occasionally and cut off our own sentences and put in things like "like," "you know," that aren't necessary words to the transcript.
- Fred Castañeda: I don't, like, you know, I don't know what you're talking about.
- April Naaden: Exactly. We clean all that up so that when you read the document it reads almost like an article.
- Fred Castañeda: Or speech, right?
- April Naaden: Exactly. It's what was said, but it's what was said in a little more of a -- it's readable as opposed to being what we hear.
- Fred Castañeda: Right. So it's almost like the podcaster who edits their podcast to get rid of the "ums" and the "uhs" and the "likes" and "you knows" and the pauses, right?
- April Naaden: Exactly. That's how the document turns out; it's cleaned up.
- Fred Castañeda: So that's good to know for our small business owners, entrepreneurs, especially podcasters that want to have transcripts of the audio or other transcripts from any source.
- April Naaden: Yes.
- Fred Castañeda: It's not just audio, but any source, and put them in the format you want as something as high quality as the call-outs to the side, small margins, use of bold, use of indentation, the use of the call-outs, the use of the quotes, etc., and the way you format the page.

April Naaden: And what we do sometimes with the intros and the outros for podcasts is we'll even center them on the page and put them in italics so that they're set apart. It depends on how the intro and the outro sound to us if that's an appropriate formatting.

Fred Castañeda: And you did that for me.

April Naaden: But it makes sense a lot of time to center and italicize because then the person reading it knows that that's not necessarily part of the topic of that day, that that is the --

Fred Castañeda: The intro.

April Naaden: -- the intro, exactly.

Fred Castañeda: And you did that for me on a couple of the transcripts that I've had.

April Naaden: Yeah.

Fred Castañeda: Okay. By the way, I personally know from experience that your prices are very competitive and quite reasonable. Can you give an indication of the rates that you have to our audience?

April Naaden: Absolutely. We charge \$1.50 per recorded minute.

Fred Castañeda: Per minute?

April Naaden: Per recorded minute.

Fred Castañeda: Per recorded minute.

April Naaden: Yes.

Fred Castañeda: So if I talk a million miles an hour.

April Naaden: You get more words for your dollar, yep.

Fred Castañeda: Like the Federal Express guy, the Federal Express guy. Okay.

April Naaden: Yep. So it doesn't matter how much you say in a minute, we charge the same amount per minute for one to two people. So if it's just you talking or if it's an interview going on, and that rate -- the \$1.50 -- is for a three to five business day turnaround. So within three to five days of us receiving that audio, we turn it around in that finished format.

Fred Castañeda: But I also know that you -- excuse me for interrupting, but this is very important. Sometimes for entrepreneurs they get the request or the requirement to have these transcripts and documents completed either for web search or for web posting, or for transcript posting with your podcast, and you don't have three to five days to spend.

April Naaden: Oh, no, and we can do it faster. Definitely.

Fred Castañeda: Right. As an experience, I had that requirement a couple of times and you delivered them once the next day and the other time within six hours, which was phenomenal. And the reason I mention that is I've used other transcription services on the Internet, people I didn't know, took a week and half to get a simple five-minute transcript done and it was raw text in an unformatted manner and that was it.

And as you know, in the corporate world I deal with a very, very heavily laden full processing company that does transcripts. They also do XML data files. They also do close caption support and a whole bunch of other stuff, but they're heavy duty, they're a preferred vendor, and they have tons of automated software and everything else.

I'm not going to ask you what you use because obviously that's your business secret as far as the software and as far as tools that you use, but you've been able to get these transcripts done in a very neat way. What you're actually showing the booth that you have here are the finished form. Of course, one of them is mine --

April Naaden: Yes.

Fred Castañeda: -- but you're actually showing the finished format and the first page of what you deliver to people so they can actually see how nice the transcripts look.

April Naaden: Exactly.

Fred Castañeda: How has that been received?

April Naaden: It's been received very well. People are very impressed with the quality of the final transcript. They like to see how things will look for them when they get something back from us, that it will look presentable and it will look ready to go. We've been very receptive that people don't want to have to receive something from their transcriber and then go back and edit and make adjustments.

- Fred Castañeda: And re-format.
- April Naaden: And re-format. People are very --
- Fred Castañeda: Because it's raw text.
- April Naaden: Exactly. People are very pleased with the idea that what we provide -- as soon as you get that e-mail from us with the Word and PDF attached, you should be able to put that right up on your website.
- Fred Castañeda: Okay. And let's talk about the reason why this is so important to a struggling entrepreneur, to a small business owner, especially a podcaster and especially to the online or Internet marketer. Why is this important? Because when you get the final transcript and you put it on your website, who loves transcripts? Which entity loves transcripts?
- April Naaden: Search engines love transcripts because they can read the text. There's just no way yet to index audio and so --
- Fred Castañeda: Not the same way as text, anyway.
- April Naaden: Not the same way as text, exactly. So putting the text up there -- yeah, you could plug in your own key words into your website, but having the actual text up there really increases your searchability.
- Fred Castañeda: And with the links that you provide inside the transcript, now you have inbound links pointing back to your own website.
- April Naaden: Exactly.
- Fred Castañeda: So that's a double-whammy that you get for the search engines.
- April Naaden: Yes.
- Fred Castañeda: And is there a track record that you have? Do you know of any -- this is a leading question, but do you have any success stories that we could probably attest the transcripts to the search engine optimization of some website that wasn't even optimized for search engines?
- April Naaden: I certainly do. The Struggling Entrepreneur. The white paper -- we typed up the white paper --
- Fred Castañeda: And the transcripts for the interviews, too, yeah.

April Naaden: And the transcripts, yep, and before the site was launched the site was listed as number two because there was that text backing it up.

Fred Castañeda: Right. And the linkbacks and everything else that you provided in the transcript.

April Naaden: Yes. And I do have another client as well that they have been podcasting for a while and as soon as we started doing the transcripts he saw his rankings improve as well.

Fred Castañeda: Right. And you know what my rankings are as of yesterday when I took a look at them?

April Naaden: What's that?

Fred Castañeda: Struggling Entrepreneur ranks still number two on the search engine, in Google for "struggling entrepreneur." And guess what? We have four, maybe five of the top 10 listings.

April Naaden: Wonderful. And they link back?

Fred Castañeda: Yes, they link back. And guess which ones they were? They were specific episodes and guess which episodes they were? The ones where you provided the transcripts. I made a test because I didn't have everything done as transcript.

April Naaden: Right.

Fred Castañeda: I just did piecemeal here and there and the ones that had transcripts are showing up in the top 10 rankings of Google.

April Naaden: Wonderful.

Fred Castañeda: So kind of a testimony to the fact that you do need transcripts if you're going to be doing any kind of search engine optimization, and the fact that they can be successful if you steer them right and get them out the door and have them available to the search engines. Case in point, my own.

April Naaden: Yes.

Fred Castañeda: All right. What else do you do? Do you provide anything else besides transcript services in your firm?

April Naaden: We do all transcripts, but we do transcripts for many different industries.

Fred Castañeda: Oh, please explain.

April Naaden: Yeah. We do all sorts of businesses, not just for podcasts but we do business meetings --

Fred Castañeda: So if there's an entrepreneur here that isn't into online marketing or Internet marketing, podcasting, etc., please explain these businesses because they could be in that area needing somebody to help them with it.

April Naaden: Sure. Okay. One thing we do, we do a lot of work with investigators who do interviews and they need those interviews transcribed.

Fred Castañeda: I hope we're not being watched by them right now, right? Okay, what else?

April Naaden: So we do that. We do business meetings. Sometimes people sit down at a round table and have their discussion and they need to end up seeing the transcript later to make notes of what was said and be able to follow through --

Fred Castañeda: Especially for negotiations, right?

April Naaden: Exactly. That could be very important.

Fred Castañeda: But they usually put a little cheap cassette recorder or some kind of --

April Naaden: They do, and we take it too.

Fred Castañeda: So you'll take any kind of audio input?

April Naaden: Yes. We take tapes, minitapes, digital -- of course we love digital, but we do take tapes. People usually mail the tapes to us, FedEx, whatever works for people. We digitize the tape, the cassette tape, and we work off the audio, produce a transcript, and when we send the tape back to the client we also provide a CD copy at no charge so that the client has their original cassette tape as well as a digital copy on the CD.

Fred Castañeda: For our listeners, what kind of format is that digital copy in? Is it WAV or is it mp3 or what?

April Naaden: It's usually in an mp3. We can do WAV as well, but generally mp3 is so widely accepted by all computers we just work with the mp3 usually.

Fred Castañeda: But WAV on request.

April Naaden: Absolutely.

Fred Castañeda: Okay. That's important for us, especially for the podcasters that they can actually get --

April Naaden: Anything like that.

Fred Castañeda: Right. Especially from an audio cassette or something like a dictaphone.

April Naaden: Yes.

Fred Castañeda: Fantastic. And so what other professions you said besides the investigative profession? Legal?

April Naaden: We also do legal, yes. We do a bunch of legal work. There are often times where legal proceedings are tape recorded instead of having a court reporter present, things like city council meetings, board meetings --

Fred Castañeda: Depositions?

April Naaden: Not depositions because there's always a court reporter at a deposition. But there will be, for example, internal affairs investigations; there will be police officers interviewing other police officers for investigation purposes.

Fred Castañeda: Some kind of evidence other than testimony.

April Naaden: Exactly. And we take those tapes and recording as well and we transcribe those into a legal format, a 25-line pleading page format, which is a bit different format than what we do for the podcast, for example.

Fred Castañeda: But it meets that industry format requirement.

April Naaden: It meets that requirement, exactly.

Fred Castañeda: Okay. So you do business negotiation meetings, you do business regular roundtable meetings -- round conference table -- you do investigations, and you do evidence transcripts other than testimony. Legal testimony requires a court reporter. What else? Any other industries that you can tell us that you do?

- April Naaden: Pretty much anything that needs it. Those are the ones that come to mind. Those are biggest clients that come to mind.
- Fred Castañeda: And the others are onesie-twosies that come in from a different industry?
- April Naaden: Exactly.
- Fred Castañeda: All right. That's wonderful. So if our people need that kind of help in transcript, and if they want to get the same results I -- I mean, obviously I'm going to go to one spot to get all my transcripts done and it's with Noble Transcription Services. But now let's talk about you. You are a start-up firm.
- April Naaden: Yes.
- Fred Castañeda: So you are an entrepreneurial entity.
- April Naaden: Oh, yes.
- Fred Castañeda: Did you have a business plan when you started?
- April Naaden: No, we didn't actually.
- Fred Castañeda: Or a feasibility plan?
- April Naaden: Not that either. We did start off a little backwards.
- Fred Castañeda: Let me tell you a secret. Neither do 99 percent of our listeners. So when did you decide that you wanted to do this as a business?
- April Naaden: It was about a year ago. I had been taking on some freelance work while my husband, Chris, was doing other business things. And I was having a lot of luck freelancing and I said, "You know what? We can make a business out of this."
- Fred Castañeda: So you were a transcriber before?
- April Naaden: It was just freelance, just a few things I was doing from home.
- Fred Castañeda: Transcriptions from home?
- April Naaden: Transcriptions from home on an as-needed basis. Didn't really have any clientele, just individuals who needed a couple little things done here and there.

Fred Castañeda: When did you decide that you wanted to go into this a little bit more seriously as a business?

April Naaden: Well, my husband was in the market for a job and he didn't have relevant -- he has a master's degree, an MBA, but didn't have any relevant experience to back that up and so was having a little difficulty with the degree but not the experience to be able to get --

Fred Castañeda: Because most firms in corporate America require five years experience in the industry with a track record. And the MBA is what gets you in the door, but then the experience is what keeps you -- makes the offer.

April Naaden: Exactly. And his experience was elsewhere than what he was looking to do. So we said, "You know what? We've got nothing to lose. Let's just give this a shot." We both jumped in completely.

Fred Castañeda: Are you a legal entity? Are you an LLC or a corporation?

April Naaden: We are not.

Fred Castañeda: So you're doing business as -- it's funny, I just had --

April Naaden: We are sole proprietors at the moment.

Fred Castañeda: Okay. So I had an -- that's okay. I had an interview yesterday with Dave Jackson, the headmaster of the [schoolofpodcasting.com](http://schoolofpodcasting.com). And he is to the point now where he just said, "You know what? I've been putting this off too long." He is now a successful entrepreneur but now he realizes he has got to become a legal entity. Do you see that --?

April Naaden: I do see that becoming a possibility, absolutely. Not just yet, I think, but within a couple years I would like to see that happen for us.

Fred Castañeda: One question, and I know that this is a little bit of a surprise, and I don't mean to press you on it, but do you see yourselves going back and saying, "We really do need to create a business plan?"

April Naaden: That's possible. You know, I don't --

Fred Castañeda: Or are you too busy running your business right now?

April Naaden: We're so busy with the business right now. There's so much that we say we should do that's not necessarily done because we're focusing so much on marketing and sales and getting the actual work done, that other things like setting up an entity or other paperwork that

accompanies -- a business plan, etc. -- it doesn't really fit in for us just because of the time element involved. There's only so many hours in a day.

Fred Castañeda: Well you need to [gain control of your day](#).

April Naaden: We do.

Fred Castañeda: The reason I mention that is that's one of the pitfalls where people who start a business that looks like it's going to be successful, they don't have a business plan to say, "Here's the other things that we can branch out in doing." Not actually do them, but at least have a roadmap that they may get caught.

April Naaden: We have it in our head. It's not written out.

Fred Castañeda: Okay. I think you really need to focus on that because --

April Naaden: Yes. I agree.

Fred Castañeda: -- that's one of the things we harp on to the business entrepreneurs that want to get into that, that they should have a business plan because not everybody is as lucky as you are.

April Naaden: No, that's very true.

Fred Castañeda: And do you attribute luck to a great portion of what you're doing?

April Naaden: Yes, actually.

Fred Castañeda: Okay.

April Naaden: Some of it's hard work. Quite a bit of it we think is luck. We happened to hit some of our biggest clients at the most opportune time. When we were doing our original marketing we just happened to get them right when they needed the service and they have stayed with us every since, but it was very lucky timing.

Fred Castañeda: Right. Suppose you didn't have that luck, you'd still be struggling wouldn't you?

April Naaden: Probably.

Fred Castañeda: Right. And, see, that's where a business plan comes in is that you can branch you, you know where you're going, you have a roadmap. And when you hit those tough times, if you don't have that luck you

can still go forward and at least you know where you're going and you're not groping in the dark.

So you were doing this on the side, you said just freelancing. You had what we call the BFO, the blind flash of the obvious, the light bulb that went on and said, "You know, we ought to do this full time." So now your husband does not have a day job.

April Naaden: No.

Fred Castañeda: He's 100 percent involved.

April Naaden: Yes.

Fred Castañeda: And I suspect that both of you share in the operation of the business. Are you more the transcriber and he is the backend business man, or --?

April Naaden: No. We are both the transcribers. If anything I would more of the quality control, I suppose, and he's more of our financial -- I'm the CEO, he's the CFO, I guess you could say.

Fred Castañeda: Okay. So you both share the duties and everything.

April Naaden: We do.

Fred Castañeda: Do you see that this may overwhelm you at one point in time? Because entrepreneurs have to be careful because success can actually drown them at times.

April Naaden: Yes. And we are seeing that coming on, but we recognize it and we are just doing our best right now to manage the increase of business that we've been experiencing. It hasn't drowned us but we are seeing that coming.

Fred Castañeda: Okay. What are the two top problems, challenges, issues, that you've had as obstacles that you had to face before you basically broke through into the success area?

April Naaden: We had a very limited marketing budget to start and so the biggest issue for us was how to get clients.

Fred Castañeda: You mean larger than zero?

April Naaden: Pretty much.

Fred Castañeda: But you're here at this show.

April Naaden: We are.

Fred Castañeda: And that's how I found out about you because you had a referral from [The Podcast Brothers](#), Tim and Emile Bourquin when they said, "We're going to have Noble Transcription Services here, and here they are." And that's when I decided to look you up.

April Naaden: Yes. And we got to that point through -- we have a completely organic growth. We actually, when we first started we sat on the phone for hours and hours calling people in industries that we thought could use our services. And from there, even if the people that we contacted personally couldn't use us, they referred us to other people. And so it's just been a completely organic growth. We have not done any mailers. It's all us on the phone; we don't hire people to do any of our marketing. We do everything ourselves and then the referrals have been growing from there and it worked out. Again, up to luck, I suppose, but --

Fred Castañeda: Well, some of it's luck but, I mean, like you said, you got the referrals through your phone calls.

April Naaden: Yes.

Fred Castañeda: If you would have a business plan then you know what other types of marketing you can do on a low budget or on no budget at all. There are plenty of resources out there, you just need to find out where they are.

April Naaden: Oh, there are.

Fred Castañeda: I mean, SCORE, the SBA, and a whole bunch of other things.

April Naaden: Yes.

Fred Castañeda: Okay. And I see that you have another one that's going to be joining your firm pretty soon, right?

April Naaden: Yes, we do. My husband and I, as I said we both run the business. We do work it out of our home. We have other transcribers that work for us and they --

Fred Castañeda: Oh, so you subcontract part of it?

April Naaden: We do subcontract part of the work out.

Fred Castañeda: Oh, okay.

April Naaden: But every single thing that our subcontractors do gets run back through us. We actually re-read, we re-listen to the audio. Anything that our transcribers do we double and triple check to make sure that it is up to our quality standard before we send it out to our client.

Fred Castañeda: A very strong quality work. People just sub it out and hope that it turns out okay. You actually ensure that the quality is there, which I think is probably one of your competitive differential advantages.

And, by the way, this new member to the firm, you're going to have a baby pretty soon.

April Naaden: I am. I am. Well, my husband and I work out of our home. This is our third child and so we both work all day on the transcripts and we have our children at home with us.

Fred Castañeda: So for the struggling entrepreneur who has a family and wants to make sure that they can have both a family life, personal life, as well as a business life, it is very possible and here is a case in point.

Okay, so the luck and the referrals were one problem. Any other real obstacle issue besides the low marketing budget that you had in just jump starting or kick starting your business?

April Naaden: Well, because we did jump in without a business plan -- and this was where part of the problem lay without having a business plan -- is that we did have to learn everything from scratch. People said, "I've got a tape for you. I'm going to send it over."

And we got the tape and we said, "And now what do we do with this tape? We got the business. Now what do we do with it?"

[recording break]

Fred Castañeda: This is Fred Castañeda here at the show floor of the exhibit hall for the [Podcast and Portable Media Expo](#). And I'm sorry that we got cut off; sometimes batteries do run out. We quickly switched them and I'm back at the exhibit hall, at the booth where Noble Transcription Services is displaying their wares. And at this point in time, let's just wrap up our interview that we had, that we got so rudely interrupted when the battery died, and that is here at the booth.

Have you been doing a bang of business? Have there been a lot of traffic and a lot of interest?

April Naaden: There's been a lot of traffic, a lot of interest. We'll see what comes of it and we're really hoping for some good things to come out of this show.

Fred Castañeda: April, thank you very much for the interview. It was very enjoyable and it's good to see an entrepreneur who had the luck and now is going back and having the foresight to know exactly what you really need in order to move your business forward. It's great to see such a success because of the traffic that I've seen here. Anyway, thank you very much for your interview.

April Naaden: Thank you, Fred. Great to talk to you.

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