

NEW

Profitable Blogging

SIMPLIFIED

How To Turn Casual
Blog Readers

Into

Hungry Buyers Every
Single Day

PROFITABLE BLOGGING. SIMPLIFIED

SUE ANNE DUNLEVIE

A Special Report by Sue Anne Dunlevie of Successful Blogging

How To Turn Casual Blog Readers Into Hungry Buyers Every Single Day

Welcome! I'm Sue Dunlevie from Successful Blogging.

I'm really excited to be able to share these discoveries with you today.

It's really the discovery of these new strategies that have revolutionized my own blogging business and enabled me to make over \$5,000 a month from my blog from the 5th month of starting to blog.

If that's something of interest to you, and you also want to make money and earn a living from your blog, I want you to pay close attention, because I'll be covering these revolutionary ideas today.

WARNING: We're going to skip through a lot of the fluff and filler you'll find in most guides and get right to the good stuff. Hope you don't mind.

I'm going to tell you right now that you're probably working way too hard writing and trying to build an audience from your blog, because that's what I was doing.

I was spending too much time and working way too many hours figure out how I could make a living from my blog without spending *all* my time writing blog posts. (That's only part of a blogging business).

Who This Is For

So let's talk really quickly about who this is for.

In short, this is for anyone with a blog who isn't making at least \$5000 a month.

So if you are...

- A coach...
- A consultant...

- An advisor...
- A freelancer...
- A business blogger...

If you share your wisdom and information and blog in any way, shape or form...

This is for definitely for you.

Here's What You'll Discover

In this guide, I'm going to show you...

1. How to attract a flood of new readers to your blog
2. How to create your "48-Hour product"
3. How to strategically place great offers in front of your blog readers that they really want and will make them happy to buy from you
4. How to stop working so hard and burning yourself out and trying to make that full-time income from your blog

My promise to you...

...is to give you a step by step strategy to make more money, or maybe even the first dollar with your blog.

May be you haven't made any money from your blog, but that's okay. You're in the right place, because I will show you a step-by-step way. It's a tall order right? But just stick with me.

Does This Sound Like You?

Let's do a quick check-in; I want to know where you're at. Really think about the answers to these questions.

- 1) Did you start your blog with all the enthusiasm in the world? But every day it seems to become more of a grind to think of what you are going to blog about and how you are going to get more readers & email subscribers?

- 2) Do you keep telling yourself that the money will come? But there are some days you can't see the light at the end of the tunnel, and you don't know if that's really going to happen?
- 3) Have you even stopped and started your blog so many times that you don't really know which way to go anymore?
- 4) You want to prove to yourself, as well as to your family and friends, that making money from blogging isn't just a dream?
- 5) Do you keep thinking "This is just the end? I cannot be working so hard for so little money."?

Some Good News

If any of these sound familiar, I have some good news for you...

None of those things are the real problem.

Those things are just *symptoms*.

The real problem is that you are running your blog on a 2010 strategy that a lot of top bloggers talk about, rather than on the new 2015 strategy that's working today.

(I'm going to explain what these strategies are in just a moment.)

All that video making podcasting and all the other stuff that all the famous bloggers tell you to do is just too time consuming. I started a podcast and started doing videos. I was working ten hours a day. It was just too much.

It's going to be totally unnecessary to do all that extra stuff, unless you just really love it and want to do it. It's going to be purely optional once you have a plan in place.

When you have a strategy, the 2015 strategy, you will be able to fire your boss if you're still working outside the home, and start working at home, as I like to say, in your yoga pants, or, because I live in Florida, shorts.

And to really make a consistent income. This is the scary part when you first start making money with your blog. You worry that it isn't going to be sustainable. You wonder if you will be able to make that income every single month so you feel comfortable depending on it.

If you're a mom with younger kids, you could be home with your kids after school, which is priceless. What I really think is priceless is that you can spend your time doing exactly what you want to do each and every day, when you know the 2015 strategies.

It's important to know exactly what to do with your blog and how to do it. That is the key. Because if you're like me, if someone tells you what to do and how to do it and supports you and holds your hand, you **can** do it.

The Bottom Line

If there is one thing I need you to know...

If you forget everything else...

If there is one critical thing you must remember, it's this...

That the business of blogging is changing rapidly, and there are brand-new strategies that bloggers are using to make a full-time income from their blog.

I'm going to walk you through five of those new strategies today.

Who Am I

Before we get into that, though, let me tell you quickly who I am.

I'm Sue Ann Dunlevie. I go by Sue. I have spent most of my life in sales and training. The last 10-12 years of my career I was a sales manager for a fortune 500 company.

Unfortunately, I got sick. I was working so hard and had so much stress that I came down with a stress-induced autoimmune disorder. I remember going to the doctor, this was about six years ago, and he said "Sue, you have to stop working."

That was just like an arrow through my heart, because I loved my job. I loved my sales reps. I loved going to the home office in New Jersey and training the new sales reps and working with the marketing department.

It was just so much fun and I was making a lot of money. It was really, really a great life. Then I had to stop working.

I took a six-month disability leave of absence. I was just in pain all the time from doing so much traveling. I had to retire at age of 55, about four years ago, and it was tough.

It was really hard to stop working, and rough on me that first year. First of all, I practically slept that year away because I was so sick, and I didn't know all you great health coaches out there and food bloggers that would've helped me quite a bit, had I been aware.

Then, when I started feeling better, in fact I took much better care of myself because I now had the time. So I decided to write a book about stress, which is still on Amazon. I still sell copies every single week.

And I thought the natural thing to do was start a blog about stress management. I started that blog in 2010. I was doing very well with the book and selling a course based on the book.

I was making five figures, and a lot of my readers were coming to me saying "Hey, Sue you're doing really well at this. How do you do this? How do you blog?" And that's why I got into Successful Blogging.

I was also very lucky that I had savings to spend on great mentors.

I've spent over \$50,000 learning from the top blogging coaches in the last four years. I've had some of the best: John Morrow, Yaro Starak and Jason Nyack, as well as a lot of other great mentors that I have paid some big dollars to learn what they know.

It's been really great, and I have learned what works to both get clients and customers and to keep them.

I have synthesized the very best way to help my own clients and by my fifth month of blogging, began to earn over \$5,000 a month! And it was consistent, and sustainable, which is the most important thing.

I really had to make some massive changes to my blogging business to start to make money and get successful.

I'm going to boil it down to five current strategies that you need to do in order to earn a living with your blog.

So let's get started.

There are five old strategies that you need to stop doing.

Myth Number one: *More content is the answer to your blogging problem.*

This first one is a myth. Then why haven't we all read that?

I have clients that come to me when they're new. They're blogging three times a week and still don't have enough readers to be able to sell their products, services and courses. I'm talking about life coaches, food bloggers, business coaches...

...you name it. They are blogging too much. Are you doing this too?

Myth Number two: The second old blogging strategy is that *you really need to be a tech expert.*

You have to have a gorgeous blog with the best graphics and beautiful topography and such in order to make money and do really well. No!

Myth Number three: The third strategy is what I fell, that you *need to spend a lot of time to create a course or product.*

I didn't know as much back, being five years ago. I took three months to create a course. That was the only way I thought I could start-to have the videos, and the audios, and the transcripts written, and everything all set before I could even start selling a course. That's not true!

Myth number four: One of the big myths *is that you need to be a popular blogger.*

You need to have a podcast, plus your blog, plus a YouTube channel, plus affiliate partners and a massive list.

You read these blogs. “I have 40,000 subscribers”. And you think “how am I going to get there? I have less than a thousand subscribers. I have less than 500 how can I possibly get to 10,000 or 40,000? “

You don’t need to. You will get more subscribers. You will get more readers. But you don’t have to have that already.

Myth number five: Finally, the one where you *really need the famous guru coach that you’re paying thousands and thousands of dollars to*. We’ll talk about that later.

The First Old Strategy

So let’s talk about the first one old strategy...

...More content is the answer to your blog traffic problem.

The new strategy of what I have discovered is that you will burn yourself out if you do this.

You will so hate even thinking about writing your next blog post, and you’re working way too hard if you post more than once a week or spend more than 15 minutes a day on social media.

I know this flies in the face of every social media coach and blogging coach out there, but you can even blog twice a month and you will do just fine.

A really good friend and colleague of mine, Brian Dean, only blogs once a month, and his blog Backlinko.com is extremely popular. He has one of those massive lists and he’s been on my podcast. It’s just incredible what he does.

If you’re spending more than 15 minutes a day on social media and it’s your choice, because you’re doing fun stuff, and it’s not for your blog, that’s okay. But if it’s for your blogging business, I really don’t want you to do that.

New bloggers especially think creating more content is the way to go, and that social media will bring in so much traffic.

Believe me, social media does help, but when you have less than a thousand subscribers, you don't even have a fan base. You don't have enough people that are going to read your tweets and Facebook posts. You just don't have enough. So it's not worth spending so much time on social media.

The old "build your blog and they will come". Don't we all remember that the first day we put up our blog?

It had to be perfect because a zillion people were going to come see it. I wish! It doesn't work that way. It's not like the *Field of Dreams* movie. If you don't stop producing content, especially the wrong kind of content, which believe me, a lot of people do, your blog may die like 98% of the blogs out there.

You don't have to have a high traffic blog. You don't have to have tons of followers on social media and dozens of videos, and the perfect LinkedIn profile, and SEO, and back links or a bestselling book to earn a living with your blog.

What you do need to do - and this is really, really important - is that **you have to solve a problem.**

If you solve a problem for your ideal readers, getting in touch with their frustrations and their challenges and addressing those problems, then each and every piece of content you create is going to be successful.

That is the key to a blogging business...

...you need to know your readers inside and out and address their issues in every single blog post you write, recorded audio or video you do. We'll talk about the best ways to do that.

There are five types of blogposts that are going to pull and attract the most traffic to your site. There are five ways to write, and you should only be writing these specific five blog posts.

The first example that I want to give you is **giant list posts**. Why giant list posts?

Because your readers love lists. We see a million of them don't we? If you're on any number of blogs, you may see *the ten best ways...*, or *the five greatest foods to eat*, or *the 15 best...* Well, I want you to make it bigger and better. I want you to do giant list posts.

For example, last fall I did *The Top 50 Women Bloggers*. Or to get even bigger, as one of my clients Tor did, on the *Time Management Chef*. He did it on 80 experts and he got 80 bloggers to send him an answer to one of his questions, which is a **round up post** and a **giant list post**. Those are two of the best kinds of post to write.

The **roundup** and the **giant list** give you links out to other terrific bloggers that can bring you a lot of traffic; what I call new “eyeballs”, new people on to your site.

A certain portion of those people will become subscribers, and that is so exciting! That's when you start building your list.

Now I want to talk about one of my clients, Renee. She has the greatest running blog. She says “I was like a puppy chasing my tail when I first met Sue.” She just recently finished her first month in the program, and she said some really nice things about me. But I think she really points out that having a firm vision and a plan, and being efficient and structured really gets you on the right track. That's what's so important.

The Second Old Strategy

Let's talk about the old strategy #2, the old strategy that *you need to be a tech expert*, and know HTML and CSS and how to format the blog, etc.

Remember how hard it was the first time you put in a blog post?

The good news is you can start your blog simply. If you already have a blog, you're set.

But if you're just starting a blog and are a true beginner, just start with a simple landing page and a thank you page that delivers your free gift, your lead magnet; your pink spoon, whatever you call your freebie.

You can make all that of that in less than 30 minutes for less than \$40.

I have clients that come to me and say that they spent thousands of dollars creating their website and ecommerce store. It was just ridiculous because they aren't even that well done, and it cost them an arm and a leg.

You don't need that. When you start with a simple landing page that asks for that reader's email address, you start building your list.

And you don't need 200 blog posts to start your blog before you can start making money from your blog...

...you don't have to keep thinking, "I need to blog for a few more months to build up my credibility and build up my authority." No, that's not necessary.

All you need are three to five total posts.

My mentor, Yaro Starak calls them "pillar posts". They really answer the exact problems your readers have.

The way I like to explain this is that you'll want to really write out the exact words from your readers comment.

Even if you have a current blog now, you can start writing these three to five pillar posts, if you don't have them already. Don't feel like "Hey, I've been blogging for a year, it's too late."

You can write these pillar posts that are really going to explain exactly you're your readers are wanting to know.

The best way to do this is to write down the typical questions that your clients ask you, especially if you're a coach, such a life, health or business coach.

This is one of the easiest ways to get started. Writing these pillar posts will help you to really know exactly what to start blogging about. Write in your own words. That is not that difficult to do.

What I *do* recommend you do is to read other blogs comments. If you go the popular bloggers blogs and read the comments they get, you'll see a lot of the problems that your readers have, because they get similar readers to your readers.

Another way is to go onto free forums. Also, what I call spying on your readers. We'll talk about this more in another of the five steps.

But I highly recommend you capture the email addresses of your subscribers with feature opt-in box or a pop-up.

A feature opt-in box is what I have at the top of *Successful Blogging*, and John Morrow has on the top of *Boost Blog Traffic*. It's a way to have your email subscription information in front of your audience at all times.

A pop-up does the same thing. I know what you're thinking; I can hear you it's coming already: "Sue, people hate pop-ups. What are you crazy?"

I have never received an email from someone saying "I'm not reading your blog anymore because you put an *exit intent* pop-up on website." Exit intent means when they start to leave, you then show them an opportunity to get your free gift. Only when they're going to leave, not as soon as they get to your blog, because that is kind of "in your face."

I like the feature opt-in box, because it's not in your face. Having a feature opt-in box and/or an exit intent pop-up increased my subscriber rate four times. I was getting three to seven subscribers a day. Now I get between 25 and 40 subscribers a day. That was in less than three months that this change happened.

It is incredible how the feature opt-in box and/or a pop-up, depending on how you would like it for your blog, really, really work.

And you want a lead magnet that gets you buyers. You really want your free gift, your lead magnet, to give the right information to your reader that makes them want more from you because you're showing your expertise.

This can be as easy as having a cheat sheet or a resource list. it doesn't have to be the eBook because I know a lot of my clients and a lot of my readers think ""Oh my gosh, Sue I have to write a book to have something free to give to my readers?

It's just overwhelming to think that way, isn't it?" No.

You can have something as simple as a one-page resource list or cheat sheet. I know you read a lot of blogs besides *Successful Blogging* and you have gotten a lot of their free gifts. Some of them you haven't even opened. Admit it, you

haven't even opened them because it just looked like too much to actually have to sit there for 20 minutes and read someone's free gift.

Then, to turn visitors into subscribers and subscribers into buyers, you want to be sending out emails once or twice a month, or even more often, that put offers in front of them in a nice way that's not bothering them.

That can be by autoresponder, which is just a fancy way of saying an email from your email service. For instance, Jessica Mansfield became a client. We set up her blog for her. With me and my web tech guy, she says she was able to get online really quickly. It was less than 24 hours. She was so excited. She loves the way her blog looks. It's a premium template that we put on. You get an entire WordPress blog set up if you don't have a blog. She is already up and running.

So you can use someone like me to help you do that, or you can just start with a landing page.

The Third Old Strategy

So old strategy #3, *you need to spend months creating a high value, high touch, and high quality course.* Wrong.

You can spend as little as 48 hours. Some of my clients took 24 hours to create a course or a service package. If you're a coach or a web designer or a graphics person, you could create a service package that quickly that they'll love and you know want to buy.

This is what I was talking about before, about spying on your readers by going to other blogs and reading their comments. Going to free forums or paid forums.

The best way to find forums is to put into Google "forum + (your niche)". Let's say you are a food blogger, health coach, parenting blogger, whatever your niche is. Put that the plus sign and the word forum.

You will be shocked. I know that Horace, one of my clients, he was shocked. He's exclaimed that "It really does work" last week. You get to see exactly what they say. The best part about learning exactly what they say is that you could use their

words on your sales page or on your product sales letter or your service sales letter, which makes it really appealing to your target audience.

The best way to create a course is to create it live. If it's a course or a product, you jump on a webinar like this. You can get a webinar service usually free for the first 30 days or 14 days. So if money is an object you just get the free trial (don't tell them I said) and you get on the phone, even if it's just with some friends in the beginning, and create your class, or at least the first class of your course, live while you're doing it.

You have your slides that way. These slides were done with Haiku Deck, which is free. Or you can do PowerPoint or Google Slides.

You create your slides. You can get fabulous pictures out on free websites. I have a whole post about that on Successful Blogging that you can look up.

Get free pictures and you make your course or product quickly by doing it live. Then you have your recordings for future classes.

Darie, one of my favorite clients, she said that the most important thing that I taught her was figuring out what products and services she should offer.

She came to me thinking a total different way of doing her blog, and what she was going to sell. And pretty much we turned that upside down and she learned a different way to sell her product, now her services actually, and it really maximizes her time and lets her prioritize to what's important for making money with her blog without spending a lot of time creating posts and developing a podcast and the extraneous stuff she doesn't have to do.

The Fourth Old Strategy

The fourth old strategy is *you need to be a popular blogger*.

You need to have all these social proof concepts of the channels and the Facebook pages and a massive amount of followers and all of that in order to just start making money from your blog. No.

What I like to tell my clients to do is pick one way, just one way to block that you prefer. Now this is interesting isn't it? Because normally the other people that help

you with your blog say you need to do it the way that your readers want. Readers love video or your readers want you to podcast.

No. You're not going to do it if you don't like it. Your readers are going to be attracted to you no matter which way that you put out the information.

I swear to you, if you just like to write you can write you will get plenty of readers. If you just like to do podcasts, you can just do a podcast and you will get a ton of listeners.

So you can start, and you only have to do it maximum once a week. You don't have to be a daily podcaster, like John Lee Dumas, you don't need to do that.

You can do your favorite way of blogging once a week and you can start selling your products or your services or your course in a sales funnel right from the very beginning, which is something I didn't do and regret to a certain extent.

So what's your favorite video blog posting? Fabulous! Don't write any blog posts then. Podcasting? Super, I have a friend who is a very popular podcaster, sells a course about how to podcast. Does really well. You could just do podcasts. I used to offer transcripts of my podcasts. I was used to writing so I wanted to make sure that people could still read what the information. You can always get a transcript made really inexpensively. I think mine cost \$20 for an hour of transcription or you can write, and most of my clients prefer to write.

You can make the long form blog post, as it's called nowadays. Longer post less often are what really work. So don't blog as often but make those posts over a thousand words.

Some bloggers, you have some food bloggers and certain bloggers, don't have to make them that long because you're giving recipes and but you still have to address a problem and solve a problem, which might be "what I give the kids for breakfast?" You solve that with a recipe.

I want you to set up a sales funnel through your blog post and your emails in conjunction, like a jigsaw puzzle, that helps you sell your products and services. Setting up a sales funnel is really, really important. I have a case study for you and that is about my client Nora. Nora is a business coach down in Miami. She loves her work. She's been doing it for six years now.

She's really good at it. But she hated blogging and she wasn't getting as many clients as she should be getting.

She and I worked on what was her strengths. Nora loves to talk and she speaks in front of groups. She was in corporate for many years and did a lot of speaking. So I had her concentrate on doing video blogging instead of writing.

She loves it and she's really, really good at it. And then I helped her set up her sales funnel. She doesn't have a product, she has a service. So for her business consulting service we help set up a sales funnel that she can use to get potential clients into that funnel by signing up for her email list, getting her free gift and making them offers both on her videos and on emails that she sends to them.

Right after we set up Nora's sales funnel, with only 300 people on her list, she got five inquiries from potential clients and was able to sign three new clients to her coaching program. So she is now a big success from just following these old new strategies that we've been talking about.

The Fifth Old Strategy

The last one is that *you need to have a famous guru coach.*

I found out this, as I said, the hard way. You know you're one of hundreds and sometimes thousands of clients when you take some of these courses. You don't get any handholding. You don't get any individual support.

I really believe everyone should have a mentor. I have clients. I love my clients. What I find with my mentors, and I hope I'm doing this for my clients, is that I get a ton of new ideas.

But I also get focused on which ideas I should follow and I get great accountability. They hold your feet to the fire. That's one of my jobs, to hold my client's feet to the fire so they actually accomplish things that are going to help make them money and stay focused.

The interesting thing is I know there are new ideas in your head right now that would not have been there if you had not made time for this webinar.

You have amazing value to offer and a good mentor will give you great ideas along with the right actions, and that's the key. The right actions to fix your lack of

traffic or your lack of subscribers. You know, where is your funnel broken? You're not making as much income as you could from your blog and then you can act on the actions you and your mentor decide on.

Great mentors also sometimes pull together a small group of people to work together, and that is what I have done with my course. It really multiplies everyone's effectiveness exponentially.

I have bloggers that are just starting and making their first dollar online working in the same course with bloggers who are stepping up to quit their jobs and to blog fulltime. So they can be home with their kids, kind of like me with my pets; my dog is sleeping here by my feet, and be your own boss. It's such a good feeling to be in charge of your schedule and be your own boss.

It's good to get it done fast. if you have a mentor that's been there, done that, and is both teaching you and holding your hand and you are getting that support while you're making all these discoveries, it really helps to have that training customized for you.

Putting It All Together

So today I promised, and hopefully you feel like I have fulfilled the promise of...

...how to get new readers with the new ways of posting traffic...

...to get traffic to your blog...

...how to create a 48-hour product live and have the sales letter write itself practically from listening on forums and blog comments to the exact pain points that your future clients or customers have...

And how to put those offers in front of people...

...to finally to stop being on social media and creating videos unless you want to, and podcasting, and all that extra stuff that you kind of feel guilty that you're not doing. Because I know I did...

...and how to start making a real income from your blog.

I know you really have amazing value to deliver and you're really serious about your blog. I know that.

You're really serious about knowing what to do. And the most important thing is that you solve the painful problem for your readers.

If you're a life coach, great, or a financial planner or a health coach or a food blogger...

Now You Have a Choice...

I've explained to you what you need to do to take your blog to the next level.

You know that something has to change in your business, and I've shown you a way out of all the challenges you're struggling with now.

So you have a choice...

- 1. You can take this information that I've given you here in this guide and you can just forget about it.**

You can say, "You know what Sue, I'm going to stay where I am. I'm going to keep all the same problems and all the same difficulties. I'm going to stay stuck at this income level..." OR...

- 2. You can DECIDE to stop struggling, stop wasting time, and stop settling for LESS...and you can make these 5 changes TODAY.**

You can say, "Sue, yes. I want to get maximum results in minimum time. I want to blow right past my income goals.

"I want the BEST results I can possibly have, and I want them NOW."

If you really want to achieve these things not just for yourself, but for the clients and customers you work with... If you want to get better results...

...then here's what I have for you:

My team and I have set aside some time in the next week to speak to you personally about how you can apply these specific ideas to your blogging business starting *today*.

In this guide, I've given you some broad strokes. I've given you these 5 strategy changes.

Now, you need to know how to *apply* them to *your* blogging business.

Since every blogging business is different, what we want is to get on the phone with you and walk you through that.

You tell us where you want to go.

We tell you EXACTLY how to get there.

The cost?

Absolutely FREE.

We are offering this to you as a completely free service because we *love* doing it.

There is nothing that makes us happier than getting on the phone with a passionate, enthusiastic entrepreneur who has great value to give...

...and taking you from confusion to clarity.

We love doing it.

And we're willing to do it for you for *free*.

Who This Is For

Here's the catch, though: **this is truly NOT for everyone.**

How It Works...

On the call, we will help you get total clarity about exactly what you want your business to look like and the exact steps that you should take to achieve your goals.

And we'll do it for FREE.

You picked up this guide for a *reason*.

You have big goals, and you don't want to play around with blogging for the next three years while this industry passes you by.

You're *done* struggling for clients and struggling for an income.

And we know that you're smart and you want the BEST help you can get.

So on the call, if we both feel it's a fit, we may invite you to become one of the few new clients we take on this month.

Working with me is not inexpensive, but not NEARLY as expensive as the horrendous cost of inaction...

Or the *thousands* you'll waste trying to build your blog through trial and error.

But if you want to work with the BEST OF THE BEST and you want RESULTS...

Then **reach out**.

If we work together, you go through a set program, a system designed to help you get up to \$5000 a month and beyond. My goal is for you to have a course or a service package out in two to three weeks after we would start together.

So listen...

If you're stuck in your business right now...

If you've been *inspired* by what you've read here...

Then I believe you read this guide for a reason.

You picked this up because you need some new ideas to take your business to the next level.

If that's you, then **here's what I want you to do:**

1. **Head to www.successfulblogging.com/apply.** Click there and you'll be taken *immediately* to an application.
2. **Fill out the VERY short application** so I can get a sense of your needs and how I can best help.
3. **If I can help, I'll email you with my calendar** for you to pick a time in my schedule over the next 3 days.

That's it.

Spaces are very, very limited.

This guide is circulating to *thousands* of people, and we can only speak to so many in a day.

If you'd like to work with me, **don't hesitate.**

So [CLICK HERE.](#)

I'm Sue Dunlevie and thanks for reading!