



Episode 59: Digital Makers | Content Creation and the Creed for all Creatives

Featuring: Mingo Palacios & Phil Congelliere

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Transcript:

Mingo Palacios: [00:10](#) It's a PD podcast. This episode is from a gathering we held a few weeks back called Digital Makers. It was aimed at conversations with practitioners and their best practice in each of the digital spaces, be it blogging, photography, storytelling. Every conversation is full of great insight and I hope you enjoy it.

Phil Congelliere: [00:38](#) There were these things when I was in middle school. Have you guys ever seen popsicle sticks that aren't filled with popsicle goo, right? So they were colored and there was a color for every disobedient action that I had and pink was the talking one and usually

the girls had all the pink ones and the boys had all the red ones for disobedient, destructive behavior. And yet I always had the pink one. And so I grew up just as a talker and I figured out very early on I could actually use it for bad or I could use it for good. And so I figured out how to use it for good. And so I'm here today to talk to you guys about how in the world do you take something you have no clue about and turn it into something that actually benefits people's lives. Specifically for us, it's YouTube. So I'm going to walk you guys through a quick journey. I'm going to tell you guys some insane facts. I'm going to actually help you guys in five minutes or less, create your own YouTube channel. Then I'm going to teach you guys how to grow that YouTube channel and then I'm going to inspire you to keep doing it. Sound good? Okay. And I'm going to try to do this in under 30 minutes or less.

Phil Congelliere: [01:49](#)

You Ready? Okay. So I used to be a pastor here at Saddleback Church. I was a pastor here for many years. I had a lot of different roles from logistics to working in kind of international stuff. I was able to help plant campuses internationally. I was able to walk kind of side by side Pastor Rick. We helped launch a training platform down here at The Ranch campus for a lot of different pastors. Then I turned into ministry and missions pastoring here actually at this campus right down here and Rancho Capistrano. From there, I was able to launch a campus at Aliso Viejo from nothing all the way to something and then God called

us to leave. I was like "Why am I being called to build something and then leave?" And I figured out really quickly through a lot of pain that sometimes in your life you're going to put a lot of effort into something and it's going to fail and sometimes you're going to put a lot of effort into something that succeeds.

Phil Congelliere: [02:52](#)

Now our YouTube Channel is actually a method of success that I'm going to teach you secrets into, but you also have to realize when you build something that succeeds, you also are called to hand that off. So that's what we did with our campus. We built it up and we handed off to someone else could carry that mantle. So what we did was we figured out, my wife and I, after years of infertility and then adopting my first daughter that people online needed real personalities and real people to walk them through what painful journeys and how they got through it and then tell the story of, "Wow, it was bad then it got great and it's continuing to get better." And so what we did was we left Saddleback Church because we felt called to start a nonprofit. So we started this organization that's sort of getting its legs up right now called Love Multiplies. And it actually was a birth out of a YouTube channel. So if you've ever heard of an organization starting from a YouTube channel, awesome I'd love to know. If not, we might be the first. So this is what happened.

Phil Congelliere: [03:59](#)

We discovered people needed authentic communication, they need an honest and real life. And so we turned on the camera and we put it in front

of us day in and day out. And we said, "We're going to help people adopt. We're going to walk them through the process, we're going to encourage them along infertility. And we're going to let them know each and every day that they matter and that they are not alone." You guys have heard those phrases. You matter. You're not alone. That's the whole entire purpose of community, isn't it? Like you matter, you have something that's you've struggled with. We're getting through it together and we're going to walk with you through it. And so what we did was we built a YouTube channel that we thought was just documenting our journey through my daughter Kinsley's adoption. And it turned into me taking my skills as a pastor, being the encouragement and the inspiration and my wife Alex, who is a nurse taking her informative and educative type of communication. And so we took a pastor and a nurse and help people through the spiritual journey, the emotional journey, that financial journey and just the entire process of how to build a family through brokenness. And so we started this YouTube channel and we said, "No idea what we're doing. Have no clue what it's what it's going to be." But let me just tell you today, and this is just to let you know that you can take a pain, fix a problem and turn it into a lifestyle. So right now our YouTube channel is called Phil and Alex. If you guys just go on YouTube and just type in Phil and Alex you'll find us. We have in two years put out 525, 10 minutes or above videos. We have 94,000

subscribers. We have 14 million total channel views and we have 62 million minutes of watched content.

Phil Congelliere: [05:48](#)

We have a 98 percent thumbs up to thumbs down ratio on every one of our videos in the 15 million views. How do you do that? I'm going to help you. I'm going to help you because it starts with you. It starts with your pain and it starts with how you can take all of you been through and all of your passions and fixing a problem and helping someone. So let me backtrack and tell you some statistics of why YouTube now is the time to start. Are you ready for this? Currently there are one and a half billion users on YouTube who are watching 5 billion videos every single day who are among 50 million different creators led by over 5,000 channels that have over a million subscribers and beyond. They are uploading 300 hours of content every single minute helping creators like small businesses, churches, charitable organizations use YouTube for the ultimate search engine optimization marketing. While half of the videos posted on YouTube are viewed on a mobile device today and over 80 percent of the audiences that are watching YouTube today are between 18 and 49. And they are watching an average of 40 minutes per sit down per moment that they get in front of their camera or they get in front of their tablet or their computer or their mobile device. They're watching 40 minutes. Every single one of these people of the billion and a half and growing our searching for entertainment, education and a distraction from the

life that they're trying to improve, be encouraged by, find answers for the purpose in their life. So of all these people, everybody has a different story to tell. Everybody has a different pain that they went through. Everybody has a different journey, but they are all on YouTube, all on this global platform looking for their purpose in life. Have you ever heard of a church that says, "We're going to help you find your purpose?" That's Saddleback Church. Rick Warren famously just says, "Guys, it's not about you. I'm going to help you guys through this process to find the purpose of your life." And guys, the church, the church, not just saddleback church, many churches, lots of churches, they have this amazing, amazing answer. And so there's never been a better time to create because you have a third of the population that's currently on the internet that are watching videos. A third of the people that are on the internet are watching YouTube videos.

Phil Congelliere: [08:45](#)

So, how do you build a brand or a channel for the Kingdom of God? Here's the problem. You have something that the audience needs, but you are not getting it in front of them. You are an expert in something. I don't know what it is. I don't know what you're an expert on, but you are. You have something that you love, something that you're passionate about, and there are a billion and a half people that are collaborating together and maybe they don't all want what you have, but I bet a lot of them do. So today we're going to talk about how to get in front of them.

You're the expert in that vocation, that area of your life, that passion point, and so Jesus has already asked us, use your past. Use your pain and use your passions to reach the unreached and loved the unloved that are in front of their cell phones, their computers and their tablets. Does that sound right? All right, so Alex and I knew through infertility, through adoption, we had pinpointed a very specific corner on YouTube and we said, we're going to go after this and we're going to do it not for money, not for fame, but we're going to do it so that people would learn. People would be educated and people would find hope and healing in their life.

Phil Congelliere: [10:02](#)

Let me tell you three really, really quick stories of what has happened on our channel of the over 900 stories that are this impactful or more. Let me tell you from our subscribers, from the people that have watched our videos. We have encountered a suicidal mom who was inspired to change her life. She encountered Jesus. She found professional help and now lives in peace and joy. We found abuse victims, forgive their fathers, their pastors, the people in their family and find a way back into the doors of the local church that they found healing through in a pain and in a position that had haunted them and kept them outside of the church.

Phil Congelliere: [10:43](#)

One of my favorite stories of all time because it is adoption related, we found a birth mom that was in Europe and she connected with us and said, "How do I start looking for my birth mom?" And we got to help

this adoptee and we walked her through this process. She then flies all the way from Europe to Australia and meets her birth mom, sits down with her, cries with her, has a moment with her that she will never forget, for the rest of her life. Says, "Mom, I forgive you. I love you." Birth mom says, "Daughter, I love you. I placed you so you'd have a better life." And guess what? They reconnect. They begin a relationship. She flies back to Europe. Then her mom sends her the most meaningful letter of her life and says, "Daughter, I did this because I love you. I never abandoned you. I wanted you to have the best life possible and I need you to know I forgive you and I love you. Will you forgive me?" A month later, her mom passed away. Can you tell me right now that YouTube wasn't the platform of healing and encouragement, that she never would've been able to meet her birth mom. She'd never would've been able to find out what her purpose was within adoption because we didn't get in front of a camera and share our pain and share our triumphs and share our journey. That's the power of YouTube. That's the power of video. And so let me ask you, what is your passion? What do you like to create? What do you like to teach? What kind of YouTube channel would you like to build? What type of social media platform are you creating? Is it for you? Is it for your glamour? Is it for your reach, your capacity, or are you going to do something to change the world?

Phil Congelliere: [12:31](#)

I challenge you guys today. You can find your pain and your passion and put it together for the global glory of God. So you guys have a handout. I'm going to walk you guys through this and I want you guys to spend some deep time in this in the months and the weeks and the days to come. You guys have a creator focus page. This is basically my formula for how to create a YouTube channel out of nothing. If you already have a YouTube channel, use this as a platform or even if it's not a YouTube channel, maybe it's an Instagram account or a Twitter account or Facebook or whatever it is. If it's a nonprofit's reach into marketing, it doesn't matter what it is, you need to take this and you're going need to walk through so I'm going to walk through it quickly. You need to find out what is primarily the vision of that channel, the vision of that account. "Through this channel I hope to ____." And then fill in the blanks and write that down. The description of the channel, "In this channel, I'm going to share this, this, this, this and this." Who is your target audience? Who are you guys trying to go after? Who are these people that are watching that you know they'd be interested in what you have to say?

Phil Congelliere: [13:44](#)

And then what do I need to start my channel? Okay, good. Camera, audio equipment, video editing, software, photo editing software. Okay, all that stuff. I'm going to give you guys tools at the end of this and that's why I'm rushing through it because I actually have in that handout and incredibly exhaustive list of

all of the tools that you will need that we have found to be incredibly helpful for starting a YouTube channel for starting social platforms, etc. Then you need to learn how am I going to share my content? I'm going to use these social networks that I'm already using to push my vision, and so this really in a nutshell is, okay, I'm going to take my Instagram account, my Facebook account, my Twitter account, and I'm going to send people over to YouTube and I'm going to take YouTube and I'm going to say, "Hey, watch this video. Awesome, awesome, awesome." And I'm going to put a link at the bottom so they can go click to go back to your Instagram to go back to your Facebook to go back to your Twitter. Why? Because we're not just here to build a channel that says, I have a lot of people. You're here to build a network of people that love what you do, that love who you are, that find value in what you do and eventually come into the community that you have created so that they will be healed and restored and find passion and purpose in their life. Does that make sense? Your social media accounts is not about how many people liked your darn post. Stopped looking every single minute of how many people are following you. Okay? If you truly understand the reach of what God has done in you, then you will understand that it's not about that number.

Phil Congelliere: [15:13](#)

Alex and I started, we said every single day from video one, we sat down and we prayed before we filmed that video and said, God, would you do

something with this? Would you take our pain and would you help someone today? If it's one person, God that follows our account for the next decade then Jesus, I pray that they would find you and I pray that they would find healing and I pray that they would have passion to pursue what they're called to pursue. We pray that before we film because we believe that it's not just about the ninety thousand one hundred thousand people that are on our channel, we believe that it's about one. One person's life can be affected. One kid can be adopted, one family member can find their birth child. One person can say, "I'm not going to commit suicide because I've found hope again." It's about one. Not only is it about you being there for an audience of one and God, but Him being able to say, "I am using you one so you can reach one." These principles, you guys, are incredible but in our generation we get so lost and we get so wrapped up by comparing ourselves to others. We get so wrapped up by how many people like me and you guys just not about that. It can't be about that. If you want to be used by God, it can't be about that.

Phil Congelliere: [16:35](#)

So figure out how to share that content, how to promote that content, not because it's going to help you, but because you know that it is going to advance who God is, not what you are creating. And so then you guys need to do a style by comparison, and this is probably the biggest failure of creators. They are so afraid to look at the competition and be overwhelmed that they're not even going to start, that they don't

even know what competition is out there so they can figure out how to do it differently so that they can learn from someone else that might be doing something similar. So look at it and write down channels that you like, social media stuff that you like. My wife is in love with Chip and Joanna Gaines and I feel like Chip Gaines is like my spirit brother, right? Like I swear like how loud I talk, how destructive I am and how A.D.D. I am its' I'm Chip like right next to him. And so my wife loves Magnolia. And I can't imagine like a female millennial Instagram are right now that doesn't just like go, "Oh my gosh, like look at their clean, crisp Instagram account. I want that." My wife just downloaded VSCO. That's a tool for Instagrammers. You ever heard of it or not? My wife loves this thing. She's able to take this photo that has super underexposed and turn it into something that looks like it was done under these lights. So like that's your free tool tip. I don't actually think I wrote that down so write down VSCO. Anyway, so you are able to take what someone else has done really, really well and you're able to create your own based off of that. If every Instagram account look like Magnolia, then we have a problem. But what if you were to take something that you love, ok going super off track, but I will say this, we have a friend of ours that she loves taking photos and they're beautiful and they're incredible and they're super sweet of her little kid. But you know what she does? She photo edits wildlife into the photo and so it looks like when she's reaching up to grab an apple, there's like a T Rex, it's about to eat

her hand and she has grown this Instagram account that like had this thought of Magnolia but also had this thought of like, "How can I make it look like my kid is in dangerous situations?"

Phil Congelliere: [18:51](#)

So, it's creative. Okay, so like figure out how you can take what you're already good at and make it better and use the tools around you and use the other accounts around you to say, "Man, I'm going to use that and I'm going to get better." Okay, keep going. Faith goals. Guys, ever heard of smart goals? Specific, measurable, attainable, relevant, timely. You got to figure out if it's your Instagram account, your Twitter, your Facebook or YouTube channel that you're trying to do this for and you're doing this exercise. Find out "I'm going to be creating 10 videos by the end of the year. I will have created x amount of content. I'll have engaged with x amount of followers and my goal will be to have a 100 subscribers by the end of the year." Whatever it is, write it down, stick to it, pray about it. Next, here's the solution. You can reach the next generation by your vision through YouTube because the next generation is already on that platform, a billion and a half people. Here's the secret to success. Find a thriving platform. Check. Find an active audience. Check. Find your passion, make it hard work. What does that equal? Unparalleled opportunity? You find a thriving platform, you add an active audience and you add your passion and your hard work and you will find unparalleled opportunity. At your fingertips is the most effective

and powerful tool that I could literally send a photo to my friend in Addis Ababa and he will get it in five seconds. We call that wifi. So you guys, we've never had this incredible reach, this incredible tool of technology in front of us that works this fast to build a platform to encourage people and inspire them and help them.

Phil Congelliere: [20:38](#)

Now, here's the also the other issue, blogs are amazing. Websites are amazing; however, driven content by written stuff is always going to be there. Written form is always going to be there, but let me tell you some sad facts. Since 2017, 87 percent of marketers are now using video because the medium of video brings personal connection in a way text didn't. 87 percent of marketers now are using video advertisements instead of just a screenshot. So get ahead of the curve, figure out how to create your own channel, figure out how to create good content, and then you will be ahead of the curve because guys, this is growing. A billion and a half now will be 3 billion probably in the next eight months. If you don't have a website, start one, make it video driven. If you do have a website and it's not video driven, figure out how to use volunteers around you and use their talents and use their time and work with them, inspiring one another building community to make your websites video driven. I'm going to talk about a lot of this stuff now. Why? Because YouTube's analytics say this 736 billion monthly views right now. Back in January, this was a month ago, two and a half

billion subscribers are on YouTube now. I said a billion and a half. It's already grown since that last statistic to two and a half billion people are now on YouTube. Okay, so whether you have a YouTube channel for yourself, for your business or your church, I'm going to help you create one. Okay? I'm going to try to speed this up. I want you to become the creator. I don't just want you to consume the creations. Okay? I want you to become the creator. I don't just want you to consume the creation. You okay? Are you sure? I mean, I could take eight hours. How long y'all here?

Phil Congelliere: [22:43](#)

You tell me. All right, I'll keep going then. I'll give you the good stuff. Here we go. Let's start now with the assumption that you don't have a YouTube channel. How many of you do or work with someone closely that does have a YouTube channel? Not enough of you. Okay. How many of you think that you could maybe take what you've got and maybe make something? All right, more hands should still be up. Okay. Here, I'm going to teach you in three minutes how to start a YouTube channel. Sound good? I've got screenshots for you. Ready? How to start a YouTube channel? It seems daunting, but in 2018, guess what? It's not. It takes three minutes. All right. Do you guys know how to use the Internet? Every hand should be up. Visit YouTube.com. Can you do that? Check the first box. Here we go. We're going to sign into your YouTube account through an email that you'd like to be associated to that account. You go to YouTube, you attach, an email. Boom. I've already

given you guys like, and if you're online, by the way, if you're online, somehow we'll find all of these tools for you to get right now or later on and you can do it later, later on great. You guys come back to this video and then you will have it and find a way to request this so that you guys can walk through this by yourself. But you're going to go in, you're going to click a link that says sign in. Basic. Then you're going to fill out a password basic because people are super concerned. They're going to say, do you need tax verification? You want that? I promise you people are stealing accounts.

Phil Congelliere: [24:16](#)

They're stealing identities. Make sure that you guys have the third party back end like they text you to verify that you're the only one getting into your account. Make sense? Then what we're going to do is we're going to click on the icon in the top of the screen that you've created because of your email, okay? You're then going to have a dropdown bar in that is settings. You're going to click on settings. I'm going to go faster because you guys see the basic pictures. You're going to see my channels or create a new channel. You click a button that says create a new channel. You link it. You create a name for that channel and boom, you've got a YouTube channel. How hard was that? Crickets. Okay, that's fine. Then you're going to take what you guys just walked through in that handout of what is your channel? What's the dream of it? What's the purpose? What's the function? What's the hope? You're going to take

that and you're going to take all that information and you're going to fill out your about section. You're going to fill out your links in that. You're going to start messing into the back end, and I promise you guys, if you can create a Facebook account, you can create a YouTube account. It's so easy you guys. Creating and sticking to it and being consistent, that's the hard part, but I also have tips for you there. Okay, so here's some recommended tips from someone who's been doing YouTube for two years. Create a trailer for your video page, like your homepage that says what you do. Okay? Build your SEO. Have you guys heard of SEO? Search engine optimization? Okay. Yes. I will not steal what you're about to say, but I will say I'm going to tell you one fun fact before she tells you a billion. What's your name? Hi Liz. Great to see you and Rob. Hey Robert. You guys are amazing. Let me tell you one thing. Google is the second most popular and searched search engine in the world. Google also owns YouTube. When you put in the description of your video, the tags of your video, the title of your video, the thumbnail of your video, guess what? YouTube is taking the algorithm of that specific video of your entire channel and they are literally trying to get you to the top of Google. People spend a lot of money hiring really smart people and crazy awesome companies and you guys use it. SEO is powerful. If you guys don't grab hold of this and add videos to enhance your search engine optimization. You guys getting to the top of Google is amazing. I won't steal their thunder. They're going to teach you things that

you need to know because in this digital age, creating content isn't enough. It's getting it so that it's seen.

Phil Congelliere: [27:02](#)

Okay, next, engage with your subscribers, engaged with the people, comment back and forth. Keep creating. Now I'm going to give you my top 10 tips that we learned. You Ready? Keep going to the next handout. This is called the top 10 tips from Phil and Alex. I'm not creative enough for a better title than that. One, be authentic. People can see through fake plus it's exhausting trying to create an image that you can't bear. That becomes a bear. Make sense? The only thing you want people to see is your honesty, your genuine heart and your transparency. People can spot fake from a mile away. Okay? People only believe so much of what they see on social media, so back it up with content. That's you. The real you.

Phil Congelliere: [27:59](#)

Next, stay on point. Have a niche or a focus for your channel. Ours adoption and fertility. Family health, that's it. We started another channel so my wife could make oatmeal bakes and teach people how to do that, but like we didn't put it all in one channel. We created a separate identity for that. Have a specific focus for your channel. If there's 50 million creators and let's say 20 million already been active, you've got 30 million creators that are vying for those two and a half billion views, you're absolutely going to get seen. It's just a matter of how specific is your content, how relatable are you, and how often are they going to come back to you because that content is specific to what they came for in the first place. Brand your

channel. Branding is so important. It includes consistency of familiar faces, visual style, spoken language, social media handles, etc.

Phil Congelliere: [28:54](#)

So in your videos, incorporate slogans, anecdotes, sayings. You guys, your content delivery just needs to just be consistent. I have a rad story that I'll tell you guys in a minute, but I will tell you this, if you don't catch their attention in the first three to 15 seconds, you're done. If you don't get their attention in the first 10 seconds, you're done. Don't introduce who you are in the first 10 seconds of your video, do not do it. Tease them with, if you're going to talk about, give me a topic. Pancakes. Okay, so what if you started by saying, "Hi, my name's Phil. I'm to tell you the most delicious pancake in the world." They're like, "I'm out, I'm gone, I'm gone." But if you cut a part of your video and put it at the beginning that says, "You guys, this is the best pancake. I swear to you. My grandmother tells me" and you cut it off right there without giving them the answer. That is your hook. Does that make sense? You have to hook them in immediately. The three t's, title, thumbnail, tags. Crazy. Title, amazing SEO. Thumbnail bright, always 1280 by 720 pixels. The basics you guys can find in 10 seconds if your thumbnail is not bright, your video is not getting clicked on. Your tags, incredibly important. Be specific. The bonus one of the three t's, add a description. Put everything you can in the description of that video. It is literally tracked by google. That's all I will say about that. If you guys want more help on

this topic, I'm here to help with you. We consult with companies, we consult with businesses. We could start with YouTube channels all the time.

Phil Congelliere: [30:39](#)

Next, engage early and often you got to respond within the first day to some of the new comments that are coming in. Okay. Your viewership will respect you if you are actually engaging with them. Next viral actually isn't beneficial unless it's the content that you normally give out. Guys, we had a viral video a week or two ago. It hit a million and a half views in four days and you know what it was on topic of the content that we had, so we grew. But I've seen viral videos crush channels. I mean absolutely decimate channels. Why? Because they say, okay, here's the viral video. Whatever it goes viral on your channel, you have no control over, but it has nothing to do with the rest of your content. You're going to get subscribers and then they're going to drop out and then Google is going to go, "What is going on?" And they're not going to keep you at the top.

Phil Congelliere: [31:29](#)

Sound versus video. This is going to hit you people. Big clear sound is more important than crystal clear video. How in a digital world, how in a video world is that possible? It's just possible because they would rather put up with a blurry video because they put up with blurry videos for the last 20 years than sound that doesn't sound like you're right next to them. Believe in yourself more than your product. It's a must. You have to believe in what you're creating. Next, remember why you started. Remember why you started. Have a

big vision. Have big faith, have laser focus. Next analytics are your friend. YouTube analytics for channels offers the most extensive drop off. I can tell you the second that they stopped paying attention on a video, go back there and figure out what I said so I don't say that again. YouTube analytics are the most powerful free tool for creators. You find out what your demographics are, where they're watching from their age, their gender, guys, literally, it's wild how powerful YouTube analytics are. There's an entire page of tools and resources. Not going to tell you about it, but it's amazing. Video editing tools, audio stuff, photo editing, all that stuff. Woo! Here we go. This is it. This is it. Do I have two minutes? Okay. This is it. Friends. Thank you. Thank you for being here. We could have done this in eight hours, but you're patient enough to do it in probably like, I don't know, an hour long. It's been an hour. I don't know. Thirty minutes. Okay. You ready? This is what I call my creator's creed. I wrote this the other day. Have you ever had a moment where you're inspired and you sit down, you go, "Everybody stop. I love you. I love you girls. Wife love you. Everybody loves you. Headphones are going on. I'm writing this thing out." This is what happened. You guys ready? When you are discouraged from creating, when you're discouraged, people are dropping off. When you're discouraged, your vision isn't catching. When you're discouraged that you feel like it's too hard. When you're discouraged, all this stuff. Listen, I am embarking on a journey of my creation. I am committed to giving this dream my very

best by doing whatever I can with whatever I have to make that dream a reality. I will wake up early and stay up late. I will plan my work. I will work my plan and I will remain creative. Keep a healthy margin, and always give my very best I will not give up. When it becomes lonely, difficult to frustrating. If my idea doesn't work, it means something else will. Failure won't push me to quit. It will motivate me to make adjustments. I won't let the fear of starting small keep me from starting at all. I won't be perfect. I repeat, it won't be perfect, but done is better than perfect. I will listen to both my fans and my critics with the same ear of learning. I won't live by their praises, nor will I die by their criticisms. They won't hear my frustrations. They will only hear my gratitude. I know it won't be easy, but I know others have done similar, but I am not them and they are not me. They may share my dreams, but they don't have my story. They aren't on my journey so they shouldn't be compared to me. So no matter how slow or how fast or how near or how far creating takes me, I will be honest, thoughtful, wholesome and inspiring. I will hustle towards my dream and a grind it into a reality. I will always remember that on the difficult days, if not me, who? And if not now, when? And I will achieve my dreams, and then I will dream again. Friends, friends, you have to hustle. You will hustle. You will dream it. You will do it. Put your name there, sign it today date and say, I'm committing to my vision. I will make it a reality and this thing is going to change the world. Do

you believe it? All right, you guys are world changers. You are difference makers. Let's do this.

Mingo Palacios: [35:44](#)

We'd like to thank Purpose Driven Church for making this podcast possible. If you've been feeling burnt out or plateaued in your ministry, we invite you to join us for Purpose Driven Church conference happening this June right here in Southern California. You can learn more and register by visiting PD.church. We hope today's insights left you feeling inspired and propelled towards your greatest potential. Thanks again for joining us for another episode of the PD Podcast. Until next time.

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