

# E51 Creating Consistent Marketing Messages for Your Business

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## SUMMARY KEYWORDS

podcast, channels, liz, message, dunkin donuts, credit union, dunkin, product, lizzie, triangle, consistency, today, platform, terms, people, content, marketing, expand, important, promotion

## SPEAKERS

Liz, Introduction, AD, Terri

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Terri 00:00

Multi marketing channels are essential for businesses to expand their brand and reach. Today we'll discuss the importance of using these channels and why it's imperative you have consistent messaging among your channels. Stay tuned.



Introduction 00:21

You're listening to Triangle's Making Money Personal podcast where we engage in real talk about financial matters that affect our community. Today's episode is sponsored by Triangle Credit Union recently voted best credit union in New Hampshire.



Terri 00:36

Hi, I'm Terri Connolly. I'm a Marketing Manager with Triangle Credit Union and in the studio today, I have



Liz 00:43

Liz Costa, introducing myself.



Terri 00:48

Lizzie, what, what is your what's your title?



L Liz 00:51

Yeah, I'm technically called the Marketing Media Producer at Triangle Credit Union. So I'm responsible for producing our wonderful podcast that you and I are here chatting about today.

T Terri 01:00

That's right. And you do such an amazing job with Making Money Personal, and the podcast as well as making Money Tip Tuesdays, so you've done a tremendous job. How long has the podcast been around?

L Liz 01:15

We started in 2018. I believe it was the tail end of 2018. We had our first episode, in I think it was the fall. So it'd be November, December. And we've been running it since then.

T Terri 01:27

It's amazing, isn't it?

L Liz 01:28

Yeah, a lot of work a lot of work. And it started off as once a month. We were doing one episode a month. And then we decided I believe in 2020. We were going to try to do something weekly to kind of keep up with the momentum of listeners and just kind of pump the information out there. So

T Terri 01:44

Right. Yeah, no, and it's been a labor of love. You could say.

L Liz 01:47

Oh, totally. Right, totally. But I'm not the only one I gotta give Terri credit. Terri also helps out quite a bit with writing tips and recording tips and all that. So it's definitely a group effort.

T Terri 01:58

It is a group effort. And we actually have somebody behind the scenes. A shout out to Josh, who will be listening to this podcast later today. And making edits out. I usually give him a big heads up that, you know, Josh, you've got a lot of edits on this one. So, but Josh is a big contributor to our team as well. And we appreciate you, Josh. So today, we are talking about multi marketing channels. And it's something that's near and dear to our heart, because we're in marketing.

And we have a lot of channels that we use to reach our membership and our community. And I want to, you know, I'm going to start off Lizzie just we'll share a little bit about what we do and then we'll talk about our strategy. How's that sound?

L Liz 02:43

Sure. Sounds good to me.

T Terri 02:44

Great. All right. So some of the channels that we have, we use email primarily as a channel to reach our membership. And usually when somebody becomes a member of triangle, they if they have a, an email address, that becomes the avenue that we use to reach them. So we have email, we have social media, and we're on pretty much all platforms. We don't do a ton of stuff on Twitter, but primarily Facebook, Instagram, LinkedIn, we also use those channels for advertising. And we do, I guess, you can help me out as a producer. We do video, but we also do stagnant. Would you say, like, what's the right term for

L Liz 03:28

When you say stagnant are you referring to?

T Terri 03:30

Non video.

L Liz 03:32

For like advertising and things? like billboards?

T Terri 03:35

No just on social, like sometimes.

L Liz 03:38

Just like a post. Okay, just regular posting.

T Terri 03:41

It's a post. And then we so and then we have our YouTube channel, right. Yeah, that Liz is in charge of. We have Google ads, we have our blog, which is [triangleuniversity.org](http://triangleuniversity.org). And I think

that

L Liz 03:58

I mean, we have visuals we do posters and things like that as well. We do have billboards, a lot of print, print advertising as well. We do um, newspapers, in some cases.

T Terri 04:06

That's right. Right. Yeah, we do street signs street because we have some branches that are actually in some fairly busy traffic locations. So and we have the podcast. And that's, you know, we're going to, we're going to be talking today about consistent messaging among your market or among your channels that you use. And after our break, we're gonna go to a break in a little while, but after our break, we're going to we're going to do a deeper dive into the podcast, and we're really going to pick Liz's brain a little bit about how to use the podcast to reach a target audience. So that's what we use for our channels we're on we have a lot. And Liz, why do you think it's important I'm going to reach I'm going to ask you this question and then I'll weigh in as well. But why is it important to be on different channels and why should a business you use that type of strategy?

L Liz 05:01

Well, my first thought would be to expand your voice and to reach different types of audiences.

T Terri 05:05

Yes.

L Liz 05:06

people absorb information so differently. They some people like to read, some people like to watch, some people like to listen. So if you can expand your strategy into a bunch of different channels, you're kind of amplifying your voice, and you're enabling more people to be able to absorb your message. So I think that it's, it's a great strategy to use, if you have the resources. If you're a smaller business, and it's like a one person show, it'll be a little more difficult to kind of run a lot of content. But what I would recommend is there are a lot of smaller outsource places that you can go to you can go to Fiverr, you can go to like some other platforms where you can hire out a freelancer to maybe contribute some efforts for some blog writing, or social posting and stuff like that.

T Terri 05:48

That's right.

L Liz 05:48

But all of it, I think is critical. You don't want to just keep your message on one single channel, you want to try to expand it. And mainly like I mentioned before, it's to reach the different people and the different ways they absorb information.

T Terri 06:01

Exactly. 100%. And, you know, statistically, someone has to read, see, hear a message seven times before it resonates with that person, typically. I mean, I don't I wasn't the one who came up with that statistic I've just seen it 1,000 times, and at some point after seven times, it resonated with me.

L Liz 06:24

Yeah, yeah.

T Terri 06:25

So that's important, right? I mean, it's important, not only that you have different, you have the same message for the different audiences of in terms of how they're going to receive it, but that it's consistent, and that it's seen, you know, all of those times, same message, different platform. So

L Liz 06:48

Think about it this way too think of, for example, like Dunkin Donuts, right? If you're, if you're on social media, you see a post come through just a boosted post or something for a new drink at Dunkin Donuts. You're like, oh, okay, that's kind of cool. But I'm not really in the mood for a Dunkin's coffee. But you end up going to YouTube and you see a clip on YouTube and right before you watch the video, there's another ad for that Dunkin Donuts, coffee, and you're kind of like, oh, okay, I've already seen that before, I'm gonna see it again. Fine, whatever, that coffee is starting to look really good. And then you get in your car and you drive down the road, and you see a billboard for Dunkin Donuts', new type of coffee. And now you're like, Well, I'm out and about, maybe I should stop in and get a cup of coffee. So that kind of thing is to reiterate your point about the see something seven times for it to really sink in. I mean, you want to kind of get your message, your product, your brand out there in all these different instances to kind of remind people that you're there, and that you're relevant to them or whatever you're trying to present to them is relevant to them.

T Terri 07:44

Exactly. Yes, for sure. And unfortunately, all of those ads for Dunkin Donuts has worked on me.

L Liz 07:51  
Same here.

T Terri 07:52  
I don't know if I could actually ever drive past a Dunkin Donuts and my car is like on autopilot and I end up in the drive up again.

L Liz 07:59  
Like, oh, I guess I'm gonna go to Dunkin's today.

T Terri 08:01  
How is that working?

L Liz 08:03  
Yeah, it has worked for me too, I'll admit, and not necessarily for Dunkin's. But for some other ads. I mean, I've seen different messaging for, you know, a particular thing. And I went ahead and I eventually decided I'll give it a shot, I'll buy it or you know, I'll go to that restaurant or whatever. So it definitely does work.

T Terri 08:21  
Absolutely. 100%. So, I want to take this segment and actually describe a little bit about what we do and how we use our own marketing channels. Because I feel like that that's what we can speak to. You know, yes, we ended up it was really good example, as far as Dunkin's because that's a good example as well. I mean, it works, right?

L Liz 08:40  
We we're not endorsed by Dunkin's. By the way.

T Terri 08:42  
We should be

L Liz 08:43

Just throwing that in there.

T

Terri 08:44

Hello! If you're listening Dunkin Donuts. So, in terms of our own promotions, we actually run anywhere between, well, usually up to about six promotions a year from within the credit union. And in terms of using these marketing channels, we have a team and we have somebody who's in charge of social media, we have somebody who's in charge of email. Our website is also a different channel and the podcast. So it's very important that our team is aware of what that message is. So typically, it starts off and you can help me out Liz, just if I'm not saying it correctly, just hold back, tell me to hold back. But usually we start off brainstorming with our graphic designer in terms of the campaign look right and our taglines and what our message is going to be and what we're going to feature as part of our message in terms of, you know, benefits of products and services and things like that. Once we have a campaign that is, the design is ready. We'll go to Print, and we order our print materials for all of our branches. And then after that, there's a lot of adaptations for our digital channels. Right? That's when that happens. And so Liz, as producer for the YouTube channel, video production for our social media posts and, and the podcast, she starts, she'll start to look, you'll start to look, Lizzie, at what, what should our message be, right? And, and a lot of times, even for the podcast, it means that we create content to support the product or service that we're that we're highlighting in the campaign.

L

Liz 09:41

Right? Like, for example, we did a lot of home equity related podcast episodes to coincide with the home equity promotions, we were running. So we try to tie in our content in this space, the podcast space and the YouTube space, with what we're what we're pushing on a company level. So yeah, and it usually starts with, like you said, the graphic design, and then a lot of that gets adapted from there into its different social media posts, and then a topic related to that we use on the podcast, we then can convert to a blog and stuff like that, we tend to kind of take that, take that content and kind of repurpose it for all our different channels. And that's how we keep the message uniform ultimately.

T

Terri 11:27

100%. And I will tell you, I just came back from a digital marketing summit. Which sounds so important. When I use the word summit, I keep forgetting to use the word Summit. I was like, it was a it was a conference, but no, it was very valuable. So one of the one of the things that the keynote speaker actually brought up was about remix. Remix. And so he was explaining about all of the different channels, and about mixing up your mixing up the message not in terms of making it confusing, but re mixing it to repurpose it. You know, so and I was like, Oh, my goodness, that's what we do now. You know, so I was, sometimes it's important to go to those, you know, summits, to make sure that you're on the right page. And, you know, there's always room for improvement. We're not saying that we get everything 100% correct. But I was very encouraged to know that I feel like that we're on the right path. And so it was about re-mixing. For for repurposing. And so that's awesome.

L Liz 12:38

That's probably the simplest thing for any any business owner or marketer, if you, I would say, start there, like, start with the content that you have and ask yourself, How can I reuse this or remix it for different things? Can I pull a quote out here? Can I pull a segment out here? Could I do an entire spin off blog posts from this one point here? And you kind of break it apart? And use use some of the work you've already done to just make new stuff from there. I mean, why reinvent the wheel, right?

T Terri 13:09

Absolutely.

L Liz 13:10

So and when you're when your channel heavy, like I feel like we're, we have a lot of different channels. So we have a lot of information to pull from. And I think that that is really a good way of without having to like recreate a new piece for every channel, we can kind of just use something and readapt it without overdoing or overworking ourselves.

T Terri 13:30

That's right. Yes. Sometimes it's what did they say? Don't work harder, work smarter.

L Liz 13:34

Work smarter. Yeah. Yep.

T Terri 13:36

We're all about that around here, for sure. And then the other thing, too, that was kind of interesting at the summit was that, you know, they had these little factoids in between the sessions, and they ran throughout the various days that we were there and stuff. But one of them was that 69% of businesses focused on their digital marketing during COVID. And that's what I mean think about it right. It's like, you know, we've been doing the podcast since 2018. But we, we ourselves dedicated, more time, effort, resources to our digital channels. And we've expanded those, and we continue to expand those. And but 69% of businesses in the United States. So that's pretty remarkable.

L Liz 14:27

Well, that's having to pivot in many ways, you know, a lot of what you were relying on, was either gone or held up right. So now you had to adapt, and digital is there is waiting, right? It  
waiting for you



waiting for you.

T

Terri 14:40

Exactly, exactly. So last question, before we go to break, why is it important to have consistency across the channels and how do we accomplish this? What are your thoughts about that?

L

Liz 14:52

I would say the, the importance of being consistent creates a uniform message for the receiver of that message. And if, if they see that same message in multiple places, it becomes familiar to them. And I think that you want to, you want to try to go for a uniform message, you want to make sure that they're not getting, you know, different types of messages from different platforms, or nothing's getting reinforced. So I think that's one thing. And I think that that, that really takes your message to another level, because it's like an amplifier, you if you have, like, you know, one thing, if you'd have a bunch of different things, you know, shouting the same message, that message is louder and louder, as opposed to having a bunch of different channels, shouting different messages, they start to cancel each other out. So what you want to do is you want to amplify, you want to make it more familiar to the the receivers, what your message is.

T

Terri 15:48

100% 100% I remember when I started at Triangle, and that goes back, I think 12 years ago. And at the time, the CEO said to me, during the interview, is that what he was looking for, for from somebody in my role. He said, Whatever, or whichever branch I go into, I want to make sure that there's consistency, I want them to know, beyond a shadow of a doubt, what product or service, we're featuring, like, what are we promoting, right? And so, you know, that was so important, Liz, because it's so true. I mean, how, how familiar and how, what an amazing feeling to know that no matter, you know, let's take Subway, or, or, or Dunkin's even, like, whichever, whichever location you go into, there's consistency about the brand, right? And it's like, you know, there's an expectation, sometimes it's like, oh, I don't know if I want that today. But, you know, you know, there's consistency. Right. It's the brand, there's a consistency in the brand and familiarity with the consumer. And it's so important. So 100%, in terms of how we have that consistency among our channels, we kind of shared a little bit about our process already. But how we accomplish that is communication, right? We have a lot of meetings. Before we launch a promotion, and there's, you know, sometimes it's overkill a little bit, probably, but we want to make sure we have we have target dates when each of our channels will launch and the the first person to start the process, which is the graphic designer is also involved, highly involved in the the adaptation of all of the digital materials as well. So there's consistency of brand there, too. Right? You know, it's almost like sometimes if, if you're a smaller business, you'd have to have an like an ambassador, if you will, or somebody who is going to be responsible to make sure that the message is there.

L

Liz 17:58

Kind of oversee it?

**T** Terri 17:59

Yeah, exactly.

**L** Liz 18:00

Yeah, yeah. And again, if you're smaller, you may not have as many channels. One thing I would say to that, too is, when it comes to communication and coordination, I would say like, know your strengths, too. So as a business, know which channels that you are most likely to benefit working through, don't try to do them all. Because you're, you're gonna run out of energy, and you're not going to be able to to keep it consistent. So work to your strengths, and really, like use what you know, first, and get that consistent message first, if all you can do is a blog, or all you can do is, you know, a couple social media posts, focus on those but make sure those are consistent first before you bring on any more channels. Because you want to get that down. And then as you grow in resources, you can add more in, get more people to help you and expand from there.

**T** Terri 18:45

Right. Great, awesome. Excellent. We're going to take a short break and hear from our sponsor, and we'll be back in a minute.

**A** AD 18:52

If this is the year you're ready to buy your first home, make sure you've got the best team of mortgage experts on your side. Triangles mortgage team will work with you to get the financing you need when you're ready to purchase that home you've worked so hard to find. Our experienced originators guide you through the financing process, so you can face the home buying journey with confidence. It's finally time to purchase that dream home. Do it with a mortgage team at Triangle Credit Union visit [trianglecu.org](http://trianglecu.org) to check our current rates and to schedule an appointment with one of our mortgage originators. NMLS number 528721. Equal Housing Opportunity. federally insured by NCUA certain restrictions may apply see website for details.

**T** Terri 18:52

And we're back. Alright, so so far, Liz, just to recap, we've talked about multi marketing channels, and why it's important to use them. How what we do typically with our marketing and promotion campaigns in how we use those channels and and the importance of consistency in the message, right. So now we're going to pivot a little bit, and we're going to talk about the podcast because that is near and dear to your heart. It's near and dear to my heart too. But I mean, like, literally, you're the producer of the show. So I know it's particularly important. So how does the podcast fit into our overall marketing strategy?

L Liz 18:52

Sounds good. So the podcast expands our reach. It gives us a chance to establish a voice and to share new types of messages and really expand our platforms. So we, we pursued podcasting as mainly an educational medium, we started that way. We figured we want to kind of provide a new type of information to our listeners, to our membership. And, you know, the goal is to have guests on and we do we have a guest on once a month, typically. And they're usually a financial professional, or some other industry professional. And we really wanted to take that platform and give it to our members as an opportunity for them to just gather a little more information about a particular topic. The other thing that it did was it really allowed us to offer like timely messaging, for example. When COVID first started, we decided, you know, what, why don't we use our, our podcast platform as an opportunity to kind of have a conversation about COVID. So we had Becky Thomas, our SVP of Marketing on at the time to kind of just talk about what was going on at the credit union and what, what we were doing for the pandemic. So it gave us an opportunity, aside from email, or aside from a website page that listeners could kind of just tune into to gather. And then another thing that we did too, is we use it to kind of share news and events, we had some of our nonprofit partners on and they got to talk about some of the events they were running and really kind of just offer some news and updates on what's going on. So we wanted, we didn't want it to be salesy. We don't want it to be just pushing products. We want it to be a way for listeners to gather new information about our credit union about even our products in a non salesy way, and our involvement of the community.

T Terri 22:16

Right. Yeah, absolutely. I, you know, you brought that up the example about when Becky was on and, you know, our steps, you know, in response to COVID. And, and what that looked like. What I want to talk about, in terms of the branches is that they do use it as a resource. I've heard it on when I've gone into the different branches. I think that they refer to it, when they're talking to our members, you know, it's like, oh, have you heard of our podcast? And so it does offer information, education, you know, which we hope to be valuable.

L Liz 22:54

Yeah.

T Terri 22:54

To all of our listeners.

L Liz 22:55

Yeah. And again, it's above and beyond just, you know, writing a blog post or something, you know, we wanted, we wanted to give people something new that they can explore. And I for one, I like to see when companies do podcasts, like, for example, I followed a couple podcasts

one was Ulta Beauty did a podcast, Microsoft does a podcast and sometimes it's kind of cool to kind of just tune into what they're talking about and see, oh, what's going on in their company, what's going on in their platform. And some of them provide product tips, some of them provide, like security tips. And that's another thing we cover on the podcast, too, is a lot of the focus for some of our money tips is in fraud prevention and protection, because that's such a big part of the financial and technological world today. So we pull in a lot of that information to just to keep people informed.

**T** Terri 23:47  
Yep.

**L** Liz 23:47  
You know, and that's kind of the idea is we just want, we want people to be able to get information that's relevant to them in a way that they want to absorb it best.

**T** Terri 23:59  
So what I hear you saying, too, is for anybody who's interested in using podcast, as a platform for their marketing message is that, yes, you can talk a little bit about products or services, but really, it should be as a solution to, you know, whatever the industry that they're in, you know, you have to make it broad enough to appeal to not only somebody who's interested in one specific product, right. So I guess my question, Lizzie is if somebody is listening to this podcast today, and they're interested in incorporating a podcast into their marketing strategy, you have to kind of keep the topics broad enough so that it just doesn't zero in on their product and service all the time.

**L** Liz 24:50  
Yes.

**T** Terri 24:50  
Right? And that's, I guess that's my question is like, and you had you did mention it a little bit, but if you could just reiterate how important that is, you know,

**L** Liz 24:59  
Yeah, it is important. I mean, you want to be able to, you want people to relate to what you're talking about. And sometimes just going over us, us, us, us our product, our company, our like, well, our specific product, our specific product, it can just get overwhelming, and boring, you

know, and you want to kind of draw in on other elements of what you do and how you impact other people and allow, allow your partners your platform to spread their message to. So it's kind of a give and take. And I think that that's probably more appealing.

**T** Terri 25:38

Yeah. 100%. So my, I guess this is a follow up. I mean, if you did have somebody who had didn't have a lot of resources, didn't have a lot of time, and they wanted to maybe talk a little bit about their product. What do you think about customer interviews as as part of the podcast?

**L** Liz 25:58

I think they're great.

**T** Terri 25:58

You do?

**L** Liz 25:59

Yeah, I do. The hard part I think about that is finding customers that'll be willing to talk, right? And being open to the, I guess, truth of the messages that they want to send. So from a brand perspective, you want to make sure that everybody's in a good light, too. And when it comes to customer involvement, it definitely creates what genuineness is that the without a word, authenticity, that's what authenticity for your brand, which is very appealing from a customer perspective. I mean, I would love authenticity. And I think a lot of people like to see that in their their brand. So yeah, if you can use, you know, customer interviews, as a way to, you know, share your authenticity, then go ahead and do it. You know. But, yeah

**T** Terri 27:01

We actually, and I think you highlighted this before mentioned it, but we do we love to have our partners on, you know, Triangle Financial Group, we've got an arm that that is fraud prevention, and, you know, so we love it when we have our partners on because those, in my the way I look at that is we're aware of the product or the service, but we're not experts in it. Right. So we're bringing this message, and we're tapping into the subject matter expert, and getting that additional education information out there.

**L** Liz 27:41

I mean, we Terri and I aren't really all up on the mortgage game. So we have mortgage originators on, you know, and



Terri 27:46

Nor can we even talk about mortgages on because of regulations.



Liz 27:51

And that goes back to what I said about allowing your partners to use your podcast as a platform. And you know, you as kind of the mediator of that.



Terri 28:00

Right. Right. Excellent. Okay. So as a producer, how do you ensure that the podcast aligns with our marketing goals? That's a little bit different than you know, then having consistency in the message because we have marketing goals. Liz does an amazing job in terms of sharing our results with our key performance indicators. We have specific data points that we monitor consistently. So what do you think about that?



Liz 28:36

Well, I mean, you kind of touched a little bit on it, we track a lot. We track for the podcast in particular, we track our downloads, we track our our subscribers, all of that content. So you do want to keep track of of your progress, you know, what's your output? What's the return on that up and how many people are absorbing that information? What the feedback you're getting? So that's one of the things and the other thing is we do meet a lot on the just the promotion side of it. We meet a lot on that. We talk about what our topics are, and we make sure that we are producing content that aligns with the marketing strategy, which ultimately ties into our marketing goals. So we want to keep our content relevant. And we want to cover topics that are related to where we want the business to go, which ties in our core values. So again, we talk about community, service and diversity. So, you know, we bring in guests that relate to community, our community involvement, and our service is tied to a lot of our products, products and services and what we offer our membership. And then the diversity is one of our it's again, it's one of our core values that we we invite guests on to talk about, you know, what they're doing in their space and how that fits in with the credit union goals.



Terri 29:51

Yep. Perfect. Awesome. Well, that is excellent. Liz, you did a great job explaining how the podcast fits into our channel, so and to all of the channels actually. So appreciate that. Appreciate your input, for sure.



Liz 30:07

You're welcome. I'm glad we could chat about it.



Terri 30:10

All right. So that that brings us to our final segment, which is rapid fire.



Liz 30:16

We just did this last time. Didn't we?



Terri 30:17

Yes we did. Yes, we did. We're going to, you're going to ask me five questions. I'll ask you five questions. And if you've caught any of the other podcasts that we've done, the rapid fire segment is super fun, because it's just Option A or Option B, and the person answering just chooses the option without any extra explanation, really. So do you want to go first?



Liz 30:44

I'll go first, I'm gonna ask you first. Yeah, okay. Okay, ready? Instagram or tick tock.



Terri 30:50

Oh, my gosh. Tick tock. I'm sorry.



Liz 30:55

Skiing or hiking?



Terri 30:58

Skiing.



Liz 30:59

Starbucks or Dunkin Donuts?



Terri 31:00

Ah, Dunkin's.



L Liz 31:03  
Ah, okay. A cruise or an all inclusive resort?

T Terri 31:07  
All inclusive resort. I am not about the cruise. I don't like the boat.

L Liz 31:12  
And the last one, a mountain cottage or a beach house?

T Terri 31:16  
Mountain cottage.

L Liz 31:17  
Mountain cottage. Okay. I thought you might I thought you might but I wasn't sure. So I threw it in there. I was curious.

T Terri 31:23  
No, those were great questions. Good job. Good job. This is so funny. Okay, so I have five questions here for Liz. ready Liz?

L Liz 31:31  
Yeah I am.

T Terri 31:32  
Football or soccer?

L Liz 31:35  
To watch or to play?

T Terri 31:36  
Either.



L Liz 31:39  
Football to watch, soccer to play.

T Terri 31:41  
Okay. very good. If you if you were going to do, so to play is like that's your preference is soccer.

L Liz 31:47  
Yes, I would prefer to play soccer obviously.

T Terri 31:49  
Right. Hamburger or hot dog?

L Liz 31:52  
Hamburger.

T Terri 31:54  
Canada or Mexico.

L Liz 31:57  
Mexico. It's warmer. Canada is beautiful.

T Terri 32:05  
I know you love to read. So this is what this pertains to hardcover or softcover?

L Liz 32:09  
Softcover. Yeah.

T Terri 32:12

Dunkin's or Starbucks?

L

Liz 32:15

Oh, man. I think I gotta go with Dunkin's on this one too. Yeah, I do like Starbucks as well. But you know, I think the price point at Dunkin is just beats me out. I'll take that one.

T

Terri 32:27

And the convenience. We live in New England, right? And literally every mile and a half, two mile there's a Dunkin Donuts. So

L

Liz 32:35

I'd rather drive one mile down the road than five miles down the road to my Starbucks. Occasionally I'll go though, if I'm really feeling up for a Starbucks latte.

T

Terri 32:42

Yeah, yeah, they have their good specialty coffees for sure. Okay, so that wraps up. Thank you, Lizzie again, once once again.

L

Liz 32:49

Thank you, Terri.

T

Terri 32:50

You did a great job. So and I just wanted to say that if you have any questions about what we share today or ideas for future content, please email us at [tcupodcast@trianglecu.org](mailto:tcupodcast@trianglecu.org). Please be sure to follow the Making Money Personal podcast page on Facebook and now on Instagram. Again, a big shout out to Josh for getting us on Instagram. Woohoo. And a big shout out to our sponsor, Triangle Credit Union. And as always, we want to thank you to our listeners for tuning in today and giving us your time. Have a great day everyone.

L

Liz 33:23

Take care.

A

AD 33:24

That wraps up this episode of The Making Money Personal podcast. If you've enjoyed today's

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