Episode #39 - Tessa Davies - From Multiple Roles To Finding Success In Focusing On A Niche Transcript

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Podcast Introduction and Mission

Welcome to the Startup Support Surgery podcast, where we light the entrepreneurial spark in medics and healthcare professionals. Join me, Dr. Jo Watkins, GP, business coach and co-founder of The How People, on a journey to discover where your medical know-how meets the business world.

This will help you find some clarity on how to balance work, passions and family so that you can gain more freedom and control over your life but also continue to help people, which is actually why most of us went into medicine to start with.

Embarking on this entrepreneurial adventure is not easy. It is a roller coaster of emotions, but it's hugely rewarding and exciting in the process. Drawing in on my 20 years of blending medicine and business as a GP, I am here to share experiences, insights and lessons.

Expect lively chats, expert interviews and real-life stories from medics who have taken their own path. Let's break free from traditional healthcare norms and explore more innovative ways of making a real difference to people's health and wellbeing, along with paving the way for a brighter future for us as healthcare professionals.

Oh, don't miss my free PDF called From Stethoscope to Startup, which is an 11-page guide in the show notes full of practical help and advice. This is your roadmap to kickstarting your journey with us.

Enjoy the show. So welcome back to the podcast.

Welcoming Dr. Tessa Davis

This time last year I started a podcast, I wasn't sure what that was going to involve, but I promised myself I was gonna do 30 episodes in the first year and with the help of the amazing Pete from Monkey Pants Production, that is what we did.

And then over the summer, June and July, did six bonus episodes and now we are back ready at the beginning of next academic year. I'm really excited about the guests that I am bringing to you over next year We are starting with a fantastic doctor.

She's a doctor, she's an expert, a digital marketer, and a brilliant entrepreneur and businesswoman. This is Dr Tessa Davis, who is a paediatric emergency medicine consultant.

Her business, the ACE Your Consultant Interview Academy, helps doctors prep for their substantive consultant interviews. She's also the program director of a pediatric emergency medicine master's course at the Queen Mary University of London.

And she is co-founder of Don't Forget the Bubbles. I heard about Tessa Davis through a different podcast. We will be talking about this within our conversation.

we've never spoken before. It was one of those where we picked up the phone and our first conversation was on Riverside to record this podcast, I absolutely loved talking to her.

She is quite far down the line on her digital business journey. And it was an absolute privilege to hear from her exactly what has taken her to get to this point.

So welcome to the show, Tessa. And my random fact for you about Tessa Davies is despite the fact she sounds very, very Scottish, she's actually got an Australian passport.

She trained out there, has lived out for many years. So Tess, welcome to the podcast. Thank you. It's fab to be here. Well, I'm very, very excited to talk to you.

I've given you a bit of an introduction. We've only met recently. we've never actually spoken in person. And I really like these ones because it's a very organic conversation because we have never had this chin wag, we never swapped ideas.

So just tell everybody where you are sort of clinically, what you do and what your current business is about and then we'll dig into how this all began.

Sure, so I'm a consultant in pediatric emergency medicine. I work at the Royal London Hospital, and I've been a Consultant for seven or eight years now.

And I also run a master's course at Queen Mary University of London. and the program director of a pediatric Emergency Medicine online masters, And, I run my business, which is to help final year trainees and local consultants prep for their substantive consultant interviews.

Amazing. So you have got a lot on and you also have three teenage children, is that correct? I do. I have 3 kids in high school and we're about to start 8 levels.

Wow, so you've got the A-level train, you have a lot going on in your NHS work and you got your own business going as well in the background. Let's talk about the juggle of that first of all.

That's a lots going and I have doctors at all different stages of bringing an idea or a business to life. Many of whom have got children, many of them have different roles.

How have you managed to balance that?

Balancing Clinical Work, Business, and Family

How you found that over the last few years? It's hard. I mean, it's harder finding the balance. It is not something that comes easy. But over the years, I think I've managed to develop a good balance in what time I'm contributing to each of these roles and also which roles I wanted to keep on.

So definitely around maybe seven years ago, i was doing like a bazillion projects at once. i realized that it just wasn't going to fly. I couldn't sustain it because you can't give proper time to each, you know, none is going to be massively successful because it just ties into a million places.

And so then I actually made the decision, right, I'm going focus on a few specific things and I am going cut out everything else. closed, tie up things.

I didn't just bail and stuff, but tie-up things, say no to other things and say, look, this is what I'm going to be focusing on. And that shift actually, one of the things wasn't the business, because I don't have the businesses then.

But that's shift of thinking, right, when someone asks me what do, I can actually say these are the three things I do made a massive difference to my balance.

Since then, it's been able to evolve things that make it work for me and for my family. Amazing. So seven years ago, you had lots of projects going on within the NHS and sort of saying yes to lots managementy things or lots business projects.

Not, no, not business projects, but I also, for example, I run Don't Forget the Bubbles as a pediatric education

team, which we've built up over 10 years, 13 years.

So I was doing that. I have a website that does exam revision prep for Australians doing their exams called LearnMed, you know, various NHS things, setting up my master's course.

There's lots of different things. All of which were great. And I love them all, But you're only one person, so it's just not really sustainable. So you are a medic with an entrepreneurial spirit, like literally running through you by the sounds of things.

If you've got all of those things going on, you had all those projects and what you're describing is that moment of realising that you need to say no to be able to open doors and opportunities and time to other things, is it fair to I think so.

And it's not necessarily, it is not, you should just say no to everything. I still do lots of stuff. It's, not that I say, no, to, everything else. But I, think it, that realizing that it was okay to say actually, I'm not able, so I am much more happy to just politely decline, offers to do stuff, If it doesn't work for me, there's obviously limits to that.

In my NHS job, I have to do stuff because it's my job. But thinking about external opportunities that come in, you don't have do everything. Is it going to be of benefit to me?

Is helping me achieve whatever my career goal is? Or if maybe it just offers something personal that I want to, in which case that's fine too, but there should be a reason for agreeing to it.

Yeah. So a lot of the people that listen to this podcast are at various different stages of developing an idea, potentially a side hustle, or potentially, a business, and potentially packaging their professional expertise slightly differently to be able to help people in a different way.

And I think we all feel the frustration as NHS doctors of not being able do that quite in the way that we maybe felt that 10 years ago. And people are developing online courses, coaching programs, service-based products, using their expertise.

And that's how we first met. I first heard about you on James Wedmore's podcast because of this course that you've run to help people get their substantive posts.

Can you tell me a little bit about that and your online business journey from that being like a fledgling idea through to where you are now? Yeah. So it's not the first thing I've done in business.

It's the right thing for me, but there were things that I did before that that helped me learn the skills and learn what worked and what didn't. And thinking back to Don't Forget the Bubbles, which is a not-for-profit, we don't get paid to do it, the finances of it has to be financially sustainable, I guess is probably a thing that helps me think about you know, delivering things for a fee because we run online courses.

And also that experience of delivering online content through Don't Forget the Bubbles, through LearnMed, which is the exam prep business I mentioned to you, and through my online master.

So I've got a lot of experience with community building and online education, but maybe less so on the business side. I started doing some writings.

From One-to-One Support to a Scalable Course

A lot content creation through that and started to do some ghost writing for other people. This is like for well outside my, I mean, well, outside of my comfort zone for American corporates, you know, CEOs working in econ businesses and stuff, where I was ghostwriting their social media content, which, really pushed me outside, my conference on even just getting on calls and pitching to these people is nothing I'd ever done before.

And so it did teach me a lot about how to handle these kind of situations. In the end, it's not probably not the right thing for me because I don't know that's the best use of my skills or where I wanted it to go.

And I ended up finding a way to combine all of these things that online education, the community building, my coaching ability and using my business knowledge to do that.

So I'd been doing some one-to-one helping people with interview prep because, I was really a terrible interviewee myself throughout my training. I couldn't get onto pediatric training for several years because my interview technique was just absolutely, it was a car crash.

And it very painful going through my whole career like knowing how terrible I was at interviews. So when it came to my consultant interview, I really tried to take more control of it and streamline my prep and work out what I needed to do to get the job.

When I worked that out, was then able to help other people and I doing that on a one-to-one basis. And I realized that I enjoyed it, they got a lot out of it.

It combined the things that i was passionate about, which was the online education, mentorship, community building, and the well, the community, building was kind of the element that then extended it to a course, how can I take it from one to one, to having a meaningful course and also it means it's scalable as well because with one-to-one coaching.

There's only so many of you, many hours in a day. But so it's integrating all of that into a course that is fun. That means people feel connected to all the other people prepping with them.

And also you realize you're not alone when in stressful situation. So that's how I kind of moved it from the one to one group course. This course, James Wedmore's course was you know, the thing that helped guide me as to how to make that change from one to one, to a course.

And I just, I'm very good at following people's rules, and he just tells you what to do. So I did what he said, literally to the letter, in a very short space of time, but maybe as an emergency paediatrician, we just like Good with a deadline and good with time pressure.

And so I just launched it very quickly within 30 days, my course. Since then, I've just done the same course, but the launch 10 times. I have just finished my 10th one.

Each time I'm just doing the thing again and again, tweaking it slightly and improving it each time. Amazing. So much there I want to pick apart. First of all, I love the fact that you have drawn that beautiful, found that perfect point between your professional experience, your personal difficulties and what you're passionate about.

You know, that is basically the key element that, you've picked out there, isn't it? About the interview and, what is required of you and how you are able to support people and help people.

And then you talked about doing that one-to-one. And I think this is really important for us to talk about this whole one to one, to many, because what I see is a lot of people wanting to jump straight to once a many.

So we, you know, James is among many fantastic people, coaches, guides out there who explain quite rightly about the fact that if we're just focusing on one-to-one coaching, support, service-based business, whatever it is, if you're coaching one to one, then we are exchanging time for money.

We've only got so many hours in a day. You can't possibly see that many clients in nine to five. So, you need to be looking to scale. But I think the key here is that audience that establish, you know, look at the experience that you've had.

Can we talk a little bit about that for somebody that's coming out of nowhere compared to you? Because doing the

one-to-ones is essential. I still do some one to ones.

It's not that I don't do any, but actually that process of doing one the ones and getting to know your audience is you couldn't launch a successful course without knowing who they are because that's where you learn what their problems are, how to solve their problem, what works and what doesn't work, and how you relate to people, as a coach.

Even the language that they use, which will help with your messaging when you're launching a cohort or a course, is knowing the language that your market uses.

And you just can't have that understanding. If I just went in and did a course to 100 people, you wouldn't get to know them in the same way. But when you've started with the foundation of knowing them, I know my audience inside out.

I knew exactly what kind of problems they face and exactly where they go right and wrong and how to respond and what they talk about. That's because of the one-to-one experience.

So I don't think you should Skip that. I think it's essential. It's the best way to understand your audience. Yeah. So that bit needs to be done first.

And then with always, I always think with an open mind as to what is possible, you know, community building is absolutely vital, using those skills, bringing that sort of coaching content and community all together.

Absolutely fantastic. And this, like you say, there's nothing wrong with having that front of mind, but it's just doing the work, doing The Ones One, putting the hours into the learning plus experiencing your niche.

That's what you've got here with all of your previous background, all that learning. But it also changes over time. It's not like I started it then and that's what it is.

Is it's completely evolved from when I've run the first course, not just on the platform tech side, but on content, on how we help people through, what ways we offer to help them.

That all should keep and will keep evolving as you learn more and more. So yeah, it definitely is not a kind of right now. I know how to do it, I'm gonna go and do.

And it needs to be an ongoing evolution. Yeah. And that whole rinse and repeat, you know, the same, same launch for the product for same group of people.

How important is this niche or niche, or I know James is a big talk about niche a lot. I talk niche with my clients, obviously, especially for GPs, it's like the total opposite of what we do in normal life.

We don't have any filters as to who we see and how we help people. So tell me a bit about that. As a medic, how important is it to niche down? So yeah, I guess there's two parts.

The question one is the niche and the other is rinse and repeat thing. I mean, the niches is very important for a number of reasons. Firstly, if you go very broad, it's very hard to connect with people because just helping everyone who wants to do something vague is that no one, when you look at stuff, and you think about stuff you looked at or ads you get or, you know, courses you're thinking of going on, if it's just, I help, women do some feel better about their lives or something.

you don't feel as connected to it. But if someone said to me, well, I help Scottish women in their 40s with Australian passports and three teenage children optimize their time or whatever, then I'm going to be there.

So you know that it's for you. And that's why I just think you can get much better connection with your audience and much and the right people as well coming to your courses if you are very specific.

And also this helps not just with the course itself, but with any kind of launch. Because if I think about it, I run a free webinar that people come to and then I tell them about my cohort and so they also get the free tips and training.

But my webinar is like tips on how to prep for your consultant interview.

Why Niche Positioning Matters

So if you're not a consultant, if your not in the NHS, you are not prepping for your consultant interview, your'e not going to bother coming along to my webinar.

So I know that the people who come along or the People who read my emails by consultant and interview prep, they are interested in consultant-interview prep.

Whereas if I'm doing something broad about interview tips in general, I'll be getting people from all sorts of industries that won't necessarily be suitable.

I think being niche just helps. you with your messaging, helps you connect with you audience, help you deliver something that's more tailored to them and it just makes it a better experience even though it seems like you've got less people or fewer people to market to or whatever actually in the end if you do it well then you can do very well with it.

Absolutely. And that's that concept of having a small number of perfect leads rather than, you know, thousands of people that are not going to buy the product from you.

But it's a really hard. It's really a hard concept, I think, for medics to grasp. The more they hear that from people like you, the better that is hopefully going sort of make sense.

I you are wanting the vast majority of people that see what you're doing to not want your, to be able to identify themselves as not wanting your help.

That is as valuable as somebody sticking their hand up and wanting it, isn't it? Yeah, because the idea seems good that you would appeal to everyone, cause then, you know, thousands of might sign up for your emails, but if none of them are then going to interested in what your offering, then it's just, it is a meaningless number.

So you actually want people who are likely to in your target market. Yeah, brilliant. So just talking about that and about the whole building your audience thing, you've obviously just run your launch again.

And I was saying to you before we went live that your Facebook ads are amazing. Is Liz behind those as well or not? No, but she did give me advice. Liz gave me some advice on when I'm scaling as to how to do it.

She was excellent. So I'll link Liz down in the show notes, Liz Melville, who is a brilliant Facebook ads specialist and coach. But tell me about that, because I think a lot of the time, As the people that come into my program sort of progress with their confidence and clarity around who they're gonna help, then they go out and find their first clients.

Then they start looking towards scaling and moving into different realms. Sometimes the thing that holds people back is that concept of ad spend and paid advertising and marketing as opposed to organic reach.

Can you tell me a little bit about that? Was it a step, was it hurdle? How does that work for you? Well, ideally, I'd want it to be organic rather than Facebook ads leads because yeah, it's better.

It would be better and more sustainable not to relying on ad spend. And the good thing about my niche is that it is very word of mouth. Like if you're a trainee going for your interview, consultant interview you'll ask your consultant what they did to prep and they'll tell you or your colleagues they will tell and then you probably do that and so that's one of the benefits of being in a smaller connected market and you know now I've had a thousand people through

my academy That's a thousand people who are out there in consultant jobs, so there is a word of mouth element.

But definitely as it's growing is how to find more people, who haven't heard of me and won't know about the cohort. I tried Facebook ads first and maybe the fourth or fifth cohort I did.

It was literally just deciding on an amount of money I was willing to spend and lose, which I did. Just seeing what an earth it was and how it worked.

I'd never done it before and it wasn't great. But then I got did a couple of courses of people who do Facebook ads. And I also just followed what they told me.

And then this was specifically around my type of launch, so a webinar launch into a cohort. I followed to what these said. Actually, I was starting to get some leads from that.

As I ran that a couple of times, not with large amounts of money, but I started to understand what the ads were doing, who the audiences were, how to track them.

We improved our tracking as well, because at the beginning when we did it, I could see the Facebook data, but I didn't actually know which of these people then signed up.

So I don't know how to track, you know, whether they were any good or not. But then we got better tracking. And so then I actually understood, OK, I know what I'm doing with these.

How do you scale them? And that's when I spoke to Liz to help me understand, like, what do do? You just, put more money into the same thing or am I trying to do different types of things?

So she gave me great advice. And then I scaled for my next launch, this was my ninth launch.

Growing with Ads, Outsourcing, and a Team

I skilled the ads and it worked really well. It just essentially did just do more of the thing and I worked, it works very well and now I'm able to look at the data and work out how to it.

Then for the 10th launch I've got ads agency to run them for me because now I understand them. I do think it's important to understand the myself so that I know I can ask them questions. I know how to check if it is going well or not and what I'm spending money on.

Now I've managed to outsource it to a very nice team of people who ran the ones for this cohort that i've just done and it worked very well. Fabulous and they were absolutely brilliant as well.

And I think you've touched on something important, which is this whole building a team, outsourcing, doing things for yourself. You know, I feel that you and I maybe have had similar experience of actually doing a lot of stuff ourselves with previous businesses and you know that learning, you have to have that understanding of what somebody is looking at really.

I Think if you outsource something from the off, And I see a lot of people, for example, before they've even started sort of honing their skills in writing.

creating content, they're already wanting to outsource social media, for example. And I'm like, actually, you need to really become somebody that wants to create their own content.

Because that is such a massive part of the role, isn't it, as an entrepreneur or as a business leader? So how do you get that balance with outsourcing?

What do think about wearing all the hats? How's that gone for you? I think I do want to know how things work

myself before I can direct other people to do it well.

And that kind of depends on the type of people. If you get an ad agency who just do Facebook ads, for example, they know to Facebook ad, if you're getting in a VA, then you having to train them how to in the way that you want, you need to what it is that want.

I don't think it's reasonable to expect someone to be able to read your mind effectively. But at the beginning, it was all I mean, I did it all myself.

And then it's just starting to work out where to bring in people, where the best place is to bringing people to remove the tasks that you don't need to do yourself that is not added value by me doing them.

And some of that is admin at the beginning. And then it moves up from there. My ninth launch did very well. So I had the opportunity to think, right, what am I going to do with the revenue from that that could make it sustainable?

I got a business mentor who I'm working with for a year who helps me look at how to spend the money, help me look at the strategy which involved thinking, right, well, what can I do with this to make sure it can be a sustainable business and it's not just going to be, I had one great launch and then it all falls apart.

And so that was a significant step was then getting the ad agency, getting someone doing my social media and a lot of other things that will help grow it more or make it sustainable growth.

But that's, I mean, that has come as a stage process over the 18 months since I set it up. Yeah. OK. So investing in yourself, your own learning, and your understanding to then be able to create a strategy to be to grow a team.

Do you tend to have team members or do you outsource to people for different projects? Do have any employed members of team? I don't have employees, but I've got contracted ongoing members of the team.

And I've brought them in in places where I think are gonna be most important. So we have, I have a community manager who looks after the kind of success of having people inside the community, making sure they know where things are and what button to press and that sort of stuff.

and then, so that we can troubleshoot any people who are having issues and offer them more support. Then I brought in now someone to run the head of coaches in my community.

who's someone I work with on actually all of these roles that I mentioned too, who I know very well, we work very together and she's a great coach and debriefer and so she has taken charge of the other coaches so that we have consistency in the coaching that were giving so it's not like you get better coaching from Tessa than someone else but all the coaches are delivering something good.

And I've got someone who runs the digital marketing side of my launches. So these are probably the three key people in the team. And other people are doing kind of smaller stuff, and then there's more outsourcing.

Then I have got some mentors and coaches myself. Wonderful. So this growth, this development, and this investment in you and building your scalable business.

What you need at the beginning, you come across these hurdles and you kind of need to learn about different things. As you grow, they become different problems and different challenges and have to lean in and learn from whoever is the right person at the time.

So thank you for sharing that, really appreciate it. What about the sort of real life struggles? We talked a little bit at beginning, but you know, you've got this like growth, digital business now, You've your NHS hat.

How do you see the future developing for you with those two things going on? And what are the challenges that you face sort day to day with that? I don't know how I see the future is the honest answer.

At the moment, I think it works well, and I enjoy my clinical work. So I really like it. I like going to work, doing my shifts, it's an exciting place to be.

So it's not something that I'm thinking, you know, I've been definitely gonna drop this. And also one of the great things about doing the business I have is that my clinical experience is relevant for being able to give good coaching advice to the people prepping for their interviews because having where all our coaches are like clinicians are actually working in clinical practice to be able understand the examples they're using, what the senior team are looking for.

I'm able to bring that to my business as well and there's definitely an element if I quit clinical practice it would be harder for me to do that effectively.

It's not impossible because I've got other coaches but it it will be hard. So I think you know I am not planning on changing anything as things goal currently.

It's important to find the balance and having that part where I do essentially a couple of shifts a week at the hospital and the rest of the time I'm managing my own time means that I can be more flexible for my kids as with, you know, teenagers a day, you have windows of opportunity where they want to talk to you, and I want be present for these times.

And when you're at a shift, I'm not there when they come home from school at four, because I am on a shifts, whereas now I will be. Having that balance has been really nice.

So even though it's busy, i am busy. I can at least manage my time so I could arrange things when works for me. Wonderful.

Advice for Medics Starting a Business

So what would you say to somebody either in a hospital job or a GP who has maybe done some training and is sitting there sort of wondering how they kind of bring this idea to life, particularly people that have trained I see people that have done the lifestyle medicine diploma or menopause courses or trained as coaches.

I've got a couple of consultants who obviously at the top of their game with their knowledge and expertise, but they want to package it up and help people in a different way that isn't just sitting in private hospital.

So maybe somebody who's at that idea generation stage, what sort of advice would you give them now being that much further down the line having done what you've done?

I think finding people that can support you to talk about these ideas is good, because I can feel quite isolating. If you're the only medic you know who's thinking about doing this, and then it's a bit like, does everyone think, why am I doing?

Am I just interested in money or whatever it is that you worry people think? And so I it can be quite people. So I think for anyone who's starting to think about it, definitely, you know, being part of a community or a network, or, I'm in various groups of mastermind type people who meet up and just talk through what we're doing.

And, people like you exactly is what you need is that you can connect people so that, feel supported and you, can bounce ideas off and, don't feel like, doing something super weird.

You're just exploring something that is good for you and will help people. So I think that would be the main thing, is to reach out and find other people." Yeah, that support and judgment thing is hard.

Is that something you've experienced yourself, doing this sort of thing? It's something that I worry about. I don't know how much… I haven't directly experienced it, not from the people that work with, but I do worry it from, you know, the broader community.

And I know that the answer is, well, obviously not everyone can love you. And you need to just suck it up. I know that, but it's definitely something that I do think about, although I try not to think of it.

And I'm sure you've spoken to many people who have the same worry. So yeah, it is just thinking. But when you do something different, when then not everyone's going to love it or some people might feel threatened by it in various ways and that's okay.

If everyone was doing it, it wouldn't be interesting. It's just how to navigate that. That's a very, very honest reflection from somebody that has been doing and being out there.

You're on Facebook, you're doing things, doing interviews and helping people very transparently, and you still struggle with that. And everybody that I see at the beginning of their journey always feels like this, this sort of like, well, nobody really understands.

You know, my friends don't understand, My parents don' understand. Nobody I went to medical school with will understand it. Of course they won't because they're not doing what you're doing.

Sometimes it does throw up challenges or like well you know What does she think she's doing now? And actually, that often comes from a place of, well, you know, I wouldn't rock the boat like that.

So why should she? So it's understanding those feelings and this fear of judgment. And I often say to people, actually people are just not that interested in what you're doing.

It's your every waking thought, your business idea and how you are going to progress and what are you going do is all you think about. the vast majority of people will just scroll past you on Facebook and not even bat an eyelid.

This is true. You're not that important Tessa, that's why I need to keep tailoring myself. Having said that, every time I saw it, I was like, oh look, there she is again.

That's a great advert, that's brilliant text. The problem is, Jo, the more you watch them, you get them. So you're in a vicious cycle now. You're on my warm leads in our circle.

I am sucked in, despite the fact that I'm never going to win your product. Yeah. I promise I won't look at them anymore. I Promise. Well, I mean we could talk for hours, but I like to keep these episodes, you know, nice and concise I think you have given us a really really good insight into How things look as as you've progressed through through this journey.

We haven't really talked about money I don't particularly want to talk about many I can safely say that you had some pretty big launches. And if we're looking in that world of, you know, multiple six-figure launches and entrepreneur, all of these words that we hear Bandit about this, aiming for, 10 grand a month, recurring revenue.

We hear all this stuff and sometimes I just don't like the fact that it doesn't have substance. I think you've given us some substance here and some inspiration.

Before we finish, I want to pick out the important things. One is that you didn't miss out on the one-to-one work. You've done the You know exactly what your audience needs and you've gone out there and created a product as a result of that.

Secondly, you had a lot of experience of community building and brought everything together and that professional, personal and passion piece.

Closing Reflections and Outro

So, if you're listening to this, take this as inspiration to go out and find your thing and do your things as brilliantly as possible and keep an eye on what Tessa is doing.

Thank you so much for joining us, Tess. You've been amazing. Thanks for having me. See you soon. Take care. I hope this episode has sparked some new ideas or challenged your thinking.

Transitioning from medicine to business is not easy. It's about adapting our skills while embracing the unknowns of entrepreneurship. it can be nerve wracking, but remember you are not alone on this journey.

Please feel free to reach out to me via direct message on LinkedIn or Instagram, or just shoot me an email at joe at bendylegs.com for support. And don't forget to grab the free PDF from the show notes from stethoscope to startup, which is your go-to guide and resource for diving into entrepreneurship.

Many thanks for tuning in. I will see you next time. Thanks for spending your precious time with me. This has been a Monkey Pants Productions Podcast.

Ready for a great night out? Top concerts are headed to Jiffy Lube Live this August and September. Don't miss the chance to see your favorite artists like Little Big Town, A Day to Remember, Hosea, Suicide Boys, Tyler Childers, and many more.

Nothing beats a Great Night of live music with your friends. Tickets are going fast, so don't wait. Head to LiveNation.com to the see the full list of shows and get your tickets today.

That's Live Nation dot com. Hey, this is Dan Harris, host of the 10% Happier podcast. I'm here to tell you about a new series we're running this September on 10 percent happier.

The goal is to help you do your life better. This series is called reset. It's all about hitting the reset button in many of your relationships, how to reset your career.

We're going to bring on top-notch scientists and world-class meditation teachers to give you deep insights and actionable advice. It's all delivered with our trademark blend of skepticism, humor, credibility, and practicality.

10% happier is self-help for smart people. Come join the party.