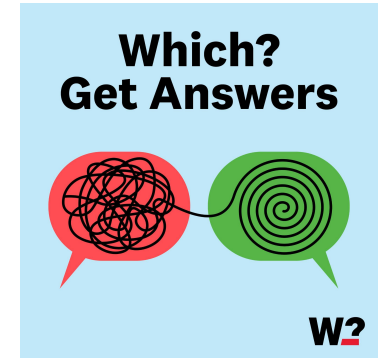


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## The secrets online stores don't want you to know

Speaker 2 0:02

Hello and welcome. I'm Harry Kind. I'm Grace Forell and this is the brand new Get Answers podcast. This is the show that tries to get answers to all those questions we have about the everyday grind. Whether that's your grocery shopping, buying a house, feeding the kids, or even picking out a coffin. We're talking to the very best experts out there to uncover the tips and tricks to living your best consumer life.

Speaker 2 0:23

When life gives you questions, which get answers.

Speaker 1 0:28

Now as we speak, Christmas is just four or five weeks away, and we're entering the busiest time of the year for shoppers. And unless you're incredibly well organised, that shopping period kicks off this weekend with Black Friday. But the viral videos of stampedes of Americans, ransacking Walmart for a good deal are a thing of the past because the bulk of our Christmas spend happens online. According to a recent survey by Adobe analytics, we're set to spend a huge 24 point 1 billion pounds online between the first of November and the 31st of December, up from 23 point 5 billion last year. That is literally dozens of longer term. Grace, how much of that 24 billion have you been responsible for so far?

Speaker 2 1:11

So far? Literally, not one pence. I have not bought one Christmas present. I don't think of myself as an unorganised person. But I know a lot of people have bought a lot of stuff by now. All I've done is add by Christmas presents to my to do list. I did that this morning.

Speaker 3 1:26

That I think is a really big important first step and I think cancer or something I got a little toy train from Lidl for someone which I think is like pretty good. There we go. That is a present ticked off the list. But it's a good job. We've got plenty of shopping to do because later we'll be sharing the top tips on how to avoid a Black Friday dud, including why you might be better off ignoring discounts all together. But first, he says turning a page. First, we got a fantastic expert on the show who will be upping our online shopping game. Its e commerce wizz Luke Carthy. He's the man that businesses go to when they want to know how to grow in the competitive world of online shopping. Thank you so much for joining us, Luke.

Speaker 3 2:05

Thank you very much for having me. That was a great intro. Gonna take that. You kind

Speaker 1 2:09

of dig deep that Yeah. It's so funny. I was I was prepping for this. And I was listening to all the podcasts you've done helping out people on E commerce podcast talking about SEO. And I feel like today it's like you are the poacher become gamekeeper for consumers. You're on the other side of the fence now helping people out? Yeah,

Speaker 3 2:30

I'll take it absolutely. Combining the Robin Hood of econ one.

Speaker 1 2:34

But you started out in old fashioned kind of physical retail. Right? Yeah,

Speaker 3 2:40

so colourful history in retail. Of course, I was started at Curry's at the age of 16. Gosh, that's many years ago now. But um, yeah, effectively at the point where the big tallies were the big backs, the CRT screens were coming out. And the new plasma and LCD were kind of the new thing sky HD. So there's a massive tech shift properly, I enjoyed it.

Speaker 1 3:01

And it was those kinds of old fashioned elements that you kind of exploited by basically moving on to the ecommerce world with HDMI cables. Is that right? Yeah.

Unknown Speaker 3:10

So shortly after that, I realised Currys, naturally as many retailers do accessories is where the margin really is. And kind of identify that hold on a minute. It's like 60 quid for a metre of HDMI. It's like the equivalent of gold, it's ridiculous. So I naturally tried to find a supplier did so at a very reasonable cost and then started selling. Yeah, HDMI leads on eBay, really, where the margin was incredibly high back then, because it was still brand new. And that was really probably my first taste of ecommerce and competitive marketplaces, there's never really been a better time, especially now. Because the barrier of entry is so low with things like eBay, Amazon Shopify platforms, you find a good product, you market it, well, the opportunity is there for the taking. And

Speaker 2 3:52

then the flip side of that you've got for a consumer, a real life store, gets people through the doors through things like sales through, you know, advertising by kind of trying to draw people shoppers in, in the E commerce world. You're trying to get people in the front door as well. How do those businesses do that?

Unknown Speaker 4:10

Yeah, so it's a really interesting question. And I guess there's a multitude of ways to do it. So as consumers, we naturally think about what we do on our mobile devices or desktops. And a lot of that is social media, right? Tick tock, meta, Facebook, whatever you want to call it nowadays, Instagram. And of course, then there's also organic and SEO. But I think one thing that's incredibly important that often isn't spoken about is good old word of mouth and loyalty. It's still huge. So

Speaker 2 4:37

trying to exploit that loyalty. What does that look like as an online shop? And what can you do if you're an online shopper to maybe exploit it and turn the system back on itself?

Unknown Speaker 4:46

Alright, so here come the secrets. All right. So one of the big things I love to do, I'm not going to say any retailers names because I want to get into trouble here. But there is something you can do where if you go on websites, And of course, they offer new customers incentives, like five panels, your first order 10% off your first a work, whatever that is, of course, the idea is you're only supposed to use that once, right? But this is little glitch, it's not new, to be honest. But this little glitch in Gmail, where if you put a full stop anywhere in the email address before the apt symbol, it effectively creates a new email address for the retailer. But it means that you still get the emails. So just to make that clear, I'm going to reiterate that again. So if you've got an email address, let's say name.surname@gmail.com. Yeah, if you move that

dot anywhere in the email before, the apt, wherever you're buying from will see that as a new email address, but Gmail will see that as the same email address, it all just comes into the same, it just comes into the same inbox. So you can kind of trick the system into thinking you're a new customer. So you can get that loyalty again, and again. And again. And often, of course, new customer kind of rewards if you like, and incentives are way stronger than the ones you get as an existing customer. So that can be a really big one, actually. But if you're in the world of apparel, fashion, beauty, often huge amounts of discounts to be had on your first order. Because

Speaker 1 6:06

I'm often reduced to just searching so and so.com discount code. Yeah, let's talk what's going on there. There's a dodgy looking site, there

Speaker 3 6:14

is some dodgy stuff going on. So I'm gonna we're going to probably break open a lot of affiliates just for a minute. So what happens here is and hopefully this resonates with with listeners and people watching is you do that thing. So you go retailer discount code, you've got voucher codes that 50k And many of us different sites, you click like the actual code to reveal the code. And then it just opens in a new tab and nothing really happens, or the code you get doesn't work. Yeah, all the time, all the time. Right. And it's frustrating, you do about five times you think I'll forget it, I'll either go somewhere else, or whatever, you just commit to the purchase. But what's happening in those situations is the voucher websites are stealing commission. Because when you click on that code, it opens a new browser with things in the URL, which tells the retailer that, hey, I've referred this sale. So if you do buy, all that's happening is you're putting money in the voucher code, websites, pockets, even if there isn't a discount code to be used, as long as you make a purchase, someone else is making money from your sale.

Speaker 1 7:13

It's a bit like telling someone down the pub, like go to this mechanic, it'll give you a good deal and tell him every cent you and then I get 20 quid and you don't get a good deal. Yeah,

Speaker 3 7:22

exactly that the garage is closed, but somehow you still managed to get 20. Now one thing you can do to make it a little bit smarter, if you're a consumer, go into Google and search for those sites. So Si, te, all lowercase, with a colon, and then the domain name. With a space, there's a lot going on here and then match codes or discount codes, what that will basically do, we search the entire domain for the words discount code or any kind of close variance. And that just allows you to quickly search the entirety of the website on Google to find any codes. So that can be really helpful. Do

Speaker 2 7:59

you know what we should do? We should put a note to that in the show description so that listeners can can do that at home.

Speaker 1 8:08

So besides word of mouth, I suppose how most of us find a product on a particular website will be we'll chuck it into Google. And this is your world partly, but it's a world that people don't really understand just on the street is is SEO search engine optimization. Can you talk a little bit about that? And then also, what businesses are doing to make sure they stand out on that Google High Street? Yeah,

Speaker 3 8:33

absolutely. So SEO is basically an acronym. And ultimately, it just allows brands, businesses, retailers, anyone basically on Google to influence and improve their visibility in search engines. So if you think about things like say, car insurance, to be in position, one for car insurance is hugely advantageous to the big insurance brands. It's the difference between potentially 10s of millions, you know,

Speaker 1 8:57

and so if you are a shopper and you say, looking to buy some car insurance for someone for Christmas, because you're generous, or that you see courage, you type that in and you see that top answer, that's not necessarily going to be the best value. Basically, it's just someone who's worked well with the system. Yeah,

Speaker 3 9:14

absolutely. There's an analogy that I like to use here. And that is, we've all done it in the past, we've all searched for symptoms, right? We've gone online, you know, whether it's a tickly cough, or we've got a bruise somewhere, or whatever we search online. Now, what's really interesting here is I always believe that the conditions you see on the first page aren't the most accurate to ailments. They're actually just the best. Optimise right. So from an SEO perspective, you've kind of got this whole thing of thinking, actually, is this the best thing for me? Or is this just the thing from the biggest website? So if

Speaker 1 9:42

you're looking to buy something, and you have a pretty good idea in mind of what you'd like, you know, a brown corduroy shirt. If you searched for that, you might get some more interesting results than if you just search shirt and then go through the options on our website, I

Unknown Speaker 9:56

suppose. Absolutely. Absolutely. Yeah.

Speaker 2 9:57

And I guess also to your earlier point hurry, just because something's not appearing at the top of the page, it doesn't mean that it's not a good website, or it's good products for sale that you actually want to buy.

Speaker 1 10:09

It's almost like you go into a lovely like market town and you go down the high street and everything's all glitzy and glamorous, you just because you go down a side street doesn't mean that the shops are any worse, they're probably a bit better. They've got that nice thing that you're running for. They went me a bit and a bit specialised, I suppose.

Speaker 3 10:26

It's the same with Bing and Google, Bing, in my opinion. And in many people's opinion, the industry actually provides a better experience for consumers. So just think about not saying us being blindly but there is searching Google do a search in Bing and see what works better for you, you might find some some gems. Secondly, if you're struggling for Christmas, present ideas and want something original, a bit unusual bit quirky, got someone who you don't know a lot about what you want about him something special, go to shop dot app. And basically what that is, it's a marketplace for Shopify stores. So it's basically Shopify as answer to eBay, and Amazon, and

Speaker 1 11:01

Shopify, for those at home who have not experienced it, they probably have experienced that. What is Shopify?

Speaker 3 11:07

So Shopify is a software as a service package. It's basically a way that allows brands and retailers to sell their products online, and basically create their own e commerce Store, so to speak. And

Speaker 1 11:21

we're talking about search. I mean, one way that you would search for shopping would be to use like a price comparison website, whether Google's own or price runner, how do businesses kind of interact with those? And are you actually getting a good deal on those? Yeah, surprise,

Speaker 3 11:36

comparison sites are interesting, because a lot of them, again, are affiliates, particularly if it's a review. So you might see where you've searched for the best cycling helmets, for example, and you'll get like this top 10 list was written by a publisher. And there's almost like a really kind of common format of these, you get a list of 10, you get an Amazon link, and then a price. There are often affiliates. And of course, where you've got affiliates involved, you have to kind of question that not the legitimacy, but the accuracy of the information. Are they only doing that because they make the most amount of commission? Or is it a genuine kind of review, that's going to be helpful, I think it's the same for price comparison sites, they're normally going to compare the sites that offer the best commission. So I would use them as a way to kind of give you a steer, and kind of sense check whether it's a good or bad deal. But don't see it as a whole of market comparison of this is the best price, you still have to do the classic way of doing your homework, you know, having a good look around the web. Really.

Speaker 1 12:34

I mean, that doesn't leave you many options, like what is that homework? How do you do that.

Speaker 3 12:38

So the best way to do it, particularly if you have a branded items, so if it's, you know, if it's an iPhone, of course, it's quite specific, if it's Samsung, or something like that. But if it's unique, that's a lot more difficult. But let's assume it's a branded item you can buy from many different places. If you throw the name of the products, in quotes into Google or to Bing, it basically triggers an exact match search. And what that basically means is, it will only find products with that exact name, including colour, specification, size, and so on. model numbers are brilliant in this sense, and then just click the shopping tab at the top. And that will give you all the paid and organic prices. So you can kind of collate all the information that Google has on this product across many different retailers and just see who's got the best deal. What I will say though, is often if there is a price, that's too good to be true, it probably is the mantra

Unknown Speaker 13:27  
of the podcast that really

Speaker 3 13:31

because you'll often see and this is often traps of like, you know, you see an iPhone, and it's 150 pounds cheaper than everywhere else. It doesn't necessarily automatically mean it's a bad deal. But just do your homework, check the reviews. Is it legitimate? Do they have a returns process? Do they have a physical address? Is there a limited company? Do all those kind of checks

Unknown Speaker 13:48  
first check it's not refurbished or something as well?

Unknown Speaker 13:51  
Yes. Yeah. Check the condition. Absolutely.

Speaker 1 13:53

Well, we've talked a lot more than we normally would in a way about independent direct sellers. A lot of people are just gonna be doing their their shopping through like Amazon, you know, they are the elephant in the room. They are the by and large of

Speaker 3 14:08

Wiley, by and large without film. GREAT film. Yeah,

Speaker 1 14:12

almost feels like it's wrong to go anywhere else. Sometimes you're like you're venturing out into the wild world. Presumably a lot of retailers really rely on Amazon. What don't consumers know about it?

Speaker 3 14:23

That's a really good question. There's, there's one thing that I love to throw here and that's use Amazon like there's nothing wrong with it. I'm not gonna sit here and bash Amazon and say, you know that they're terrible. Amazon are a business, they make money. They make ecommerce accessible for consumers. You don't need to get your card out brilliant. But if you find something you like, again, find the item name and throw it into your search engine, whether that's Bing or Google or whatever you want to use. Because what I can say is you'll often find it cheaper buying direct from the brand, because normally if you think about a business for a second, think about an E commerce business. They have normally their own store, be selling things on marketplaces so they might have a listing on eBay. They might have a list of an Amazon they might have a listing on onbuy so on. My point here is they all have to pay commission. So when a retailer sells something on Amazon, there's a commission of anywhere between sort of five and 20%, which is, which is steep, particularly on goods that are maybe 100 plus pounds, plus fulfilment, fees and lots of other things you have to think about. So if you're buying direct, you kind of cut the middle person out in this sense, Amazon. And actually, you can buy things at a lower cost, it's direct, it may not be delivered quite as quickly because they haven't got the shipment power of Amazon. But if you're really doing it to save a lot of money than it actually can be the best way to do it doesn't always work. Because of course, there's a lot of brands that sell on Amazon that don't have their own ecommerce store, they just purely sell on Amazon. But if there's something you see that you like, search for it and see if we can buy it direct.

Speaker 2 15:42

And would you also apply the sort of rules you talked about before where maybe search in an incognito tab? I mean, potentially, might you get a kind of introductory offer? So if you are looking to buy something from Panasonic, if you went incognito, is there a possibility that you'd get some kind of discount?

Speaker 3 16:02

Yeah, absolutely. So we've all seen them those pop ups and kind of like 10% off your first order that only typically fires once, and it will fire once maybe every 30 days or five once for you on that device. So if you for whatever reason, dismissed it, you weren't ready. And you just thought that you know what, I really would like to take advantage of that deal again, yes. If you open the same website in an incognito window, that same pop up will appear again. And that can really help to get you know a few pennies and hands off for sure. Yeah,

Unknown Speaker 16:29

I love that hack.

Speaker 1 16:30

We've got a whole episode looking deeply into Amazon. It's over on our money podcast feed. I'll make sure we've got a link to that episode in the description of today's show. Thank you so much for coming in and spewing the insider secrets on this loop. Super welcome. It's been a lot of fun. Where can people find you on the socials?

Speaker 3 16:48

Yeah, if you Google Luke Carter, you'll find me at the top. If you didn't, that'd be a problem soon. I'm an SEO. But yes, you can find me there. I'm on LinkedIn, probably where I'm most found. And then Twitter as well. The ethical the name and you'll probably find more. I

Unknown Speaker 17:00  
am brilliant.

Speaker 1 17:01  
Thanks so much. Thank you so much. Thank you. We'll be back with a closer look at Black Friday, after the break.

Speaker 1 17:13  
Welcome back to the Get Answers podcast. Now, it's not just Luke, who knows how to play the system when it comes to buying online. Grace, you've got a witch hack that you're going to share? Yeah,

Speaker 3 17:24  
you're right. Basically, earlier this year, the Witch travel team did an experiment that found that it was cheaper to book Disneyland Paris tickets through the French website rather than using the British one. And I'm actually thinking that this might be the year that I take the kids to Disney. I've been saying it for ages. So I gave it a go. Just to see what happened. Here's how I got on. So I'll start with the English website. This is Disneyland paris.com forward slash en GB. So I want the New York the art of Marvel hotel. I want to go February halftime. So I am going to book from the tent. I'm going to say for three nights at the 10th 11th for 12. So coming back on the 13th. So checking in on the tent. Hi, I need two adults. And I need two children. All right, so it's going to be 2164 pounds 24 on the English site. I'm now going to go to the French site. So this is Disney dot FR. And of course it's all in French price per person per night. 198 euros, 53 Pence, totaling 2382 euros and 38 cents. So if I booked it on the French website, I would be saving. Let me do some more math. Let me open a new tab. So I would have saved 92 pounds and 40 Pence if I had booked the exact same holiday on the Disneyland French website versus the Disneyland English website.

Speaker 1 19:05  
Wow, that is a quite substantial saving for a family holiday. How was the experience of going on Dubai? Dubai, Dubai?

Speaker 2 19:13  
Yeah, I mean, it's slightly time consuming. But to be honest, it's a small price to pay for the savings that you make. And the research that I mentioned from earlier in the year. It also found that you can save on car hire in the US by going through a.com site rather than dot code at UK. So it's definitely something you should check when you're booking anything travel related online. And

Speaker 1 19:35  
you don't need to use a VPN. No, not for this kind of thing. Very nice.

Speaker 2 19:39  
I should add that when we put our findings to Disneyland at the time they confirmed that customers can benefit from other countries prices. Of

Speaker 1 19:47  
course, one of the biggest tools online shops have in their box is Black Friday. But grace you've got some stats that suggests the deals are not all they're cracked up to be.

Speaker 2 19:57

Yeah, well we did an investigation into this last year. Where we track the prices of 214 deals in the six months before and after Black Friday, and 86% of them have been the same price or cheaper in the six months before. So the deal is you see, a pretty meaningless most of the time, emphasis on most of the time. I mean, there are some genuine deals to be found. And we actually list a lot of them on our website. And these are deals that we've analysed ourselves and can confirm are good. But generally speaking, most Black Friday deals that you see floating around aren't that great? So

Speaker 1 20:34

you shouldn't think that like a Black Friday price is the one and only time that you can get that best price. Oh, yeah,

Speaker 2 20:41

absolutely not. I mean, look at the price that you're being offered and ignore everything else. So ignore the was price. This is also called the anchor price. Because it might have only been at that price for a short while before being dropped. And then it makes it look like the drop prices really cheap, when actually it isn't at all

Speaker 1 21:01

that makes sense. I'm sure I see stuff on Amazon all the time, which never seems to be at the full RRP. It's always a lower price.

Speaker 2 21:09

Yeah, yeah. And what I'd say for this kind of thing is to check a price comparison site. So price buy, it's got a really handy feature that lets you check the history of a specific product and how much it's been on sale for at different times. And with different retailers as well. And camel, camel camel is another site that specifically tracks Amazon prices, which are, they're always changing. So you should use these resources basically, to work out whether the Black Friday deal you're being wowed with is actually decent.

Speaker 1 21:38

And actually I think that goes all the way through the year like I have the camel, camel, camel extension on my browser, very nice. You go on something that you want to buy, you look at the graph, and you go when actually it was cheaper last month, maybe it'll come down cheaper again, I'll buy it exactly now. And it is worth doing. So there is a particular banana rum that I quite like. And I only ever buy that when it's at the bottom of the price graph. It is really worth doing. I suppose the main thing is it's don't get caught up in the hype is absolutely just calm down. Yeah, yeah, that's my number one thing.

Speaker 2 22:11

I think, with online shopping being so easy, you do just end up buying stuff that you don't need, simply because it's easy. Maybe it's free delivery. I mean, I ended up just with so much stuff that I don't need, like clothes that I know the kids are not going to wear. I'm thinking sort of fast fashion, that kind of stuff. And I'm really trying to be just more conscious of what I buy. Because I think that is the ultimate money saver, isn't it just not buying stuff that you don't actually need?

Speaker 1 22:36

I think so. And like, that's exactly what Luke was talking about was just making the shopping experience easier. That's what businesses are trying to do making it seamless and like falling down a slide. Whereas actually, when that happens as a consumer, you go, Oh, quick before we come to our senses as buy this. Yeah, as much as possible. So resist, I suppose that feeling of being sucked into an easy purchase? Yeah. And actually, sometimes the filling in the form part of it might be the thing where you reconsider

Speaker 2 23:05



your weight and think yeah, definitely. One

Speaker 1 23:09

thing that a retailer will do is offer free shipping, particularly Amazon Prime, for example, to try and get you to use them. But delivery doesn't always have to be expensive, right? No,

Speaker 2 23:18

it doesn't. And something that I love is clicking collect. Because you'll often get charged a lot to have it delivered to your door which is really convenient. I mean, sometimes you just don't have time to go out. But I love clicking collect because where I live. I live near like an m&s food hall and I can get stuff from like clothes and homeware from m&s deliver to the food hall. I'm not far from a weight tray so I can get John Lewis staff. I'm not far from Sainsbury's. Argos delivered to Sainsbury's. Yeah. And I do that, like every weekend for the kids parties.

Speaker 1 23:47

And you'd be surprised even if you've not got those shops nearby, you'd be surprised how many like random corner shops offer click and collect data from major retailers shops I've never been in before you go in, you end up buying a mass bar. They win. You win because you get your parcel delivered. And it's great if you're not going to be in during the day and you're worried about having to sign to something. Yeah,

Unknown Speaker 24:06

our local cobblers has started to

Unknown Speaker 24:10

pick up your parcel and

Speaker 2 24:13

key cut. Something else I love. I love this so much is that you can actually handle online. How so? If you want to buy from a specific retailer, and you've seen a better price elsewhere. You can talk to the live chat bot and try and haggle them. Researchers did this at witching got like 20% off.

Speaker 1 24:32

Wow, negotiating with it. I suppose you can just walk away very easily. chatbot

Speaker 2 24:38

Yeah. And you lose nothing by trying. We talk about haggling all the time. People are so scared to do it. But it really is worth trying.

Speaker 1 24:46

I think that's the thing is that actually these are businesses. These are just human beings trying to sell stuff. And whether it's down a market or whether it's through one of the big platforms. It's the same principle. They want to get you through the door, but there's always a bit of margin that they can take off and if you become a lawyer Customer then searching for your lifetime. Yeah, exactly. Fantastic. Right to finish. Grace, I asked you earlier on, have you started your Christmas shopping yet? But are you now going to actually re approach how you look at your Christmas shopping? Yeah,

Speaker 2 25:16

I am. I mean, all the tips that I've learned from Luke, I'm definitely going to take on board because they're really easy, aren't they don't really take much time at all. But I think like, I guess it's good to just sort of sit down maybe on your laptop and just try and do all your present buying in one go and just kind of just set

aside maybe half a day, do the Incognito stuff, do the price comparisons, you know, use the different email addresses to sign up for stuff and just get it done. And

Speaker 1 25:42

if you do it early, then you don't have to be limited to the retailers offer next day delivery. You can save a bit of money there. You take a few weeks for it to arrive, but you can save some money. Fantastic. And of course the very best specific Black Friday deals will be available and updated live on the witch website which Dakota UK absolutely for free. So check those out next weekend. Well, that's it for this episode of our new fortnightly Get Answers podcast. We're here to help you. So please let us know what you thought and what you'd like to hear a bit more of. And

Speaker 2 26:17

we really appreciate it if you could give us a rating or even a review if you're feeling generous. If you want to make yourself more popular. You could also share this episode with friends and family who might find it useful word of mouth.

Unknown Speaker 26:28

Grace, what are we up to next time.

Speaker 2 26:30

So next time we're going to be well and truly in Christmas mode. We're looking at how we can make our cash go further and making sure we're splashing out on the right things. So we'll be sharing our taste test results so you know which supermarket to go to, for your fears and you mince pies. And we've also got a load of gift ideas that have been chosen by our experts based on what's trending at the moment. This is an episode you really don't want to miss as it's a bit of a one stop shop really, for all things Christmas. I

Speaker 1 26:54

hope we have a full bottle of champagne for that episode. Let's do it. Excellent. We'd love to hear your Christmas traditions and ways that you like to save money over the festive period. If you've got though, a consumer question that you'd like some answers to we're always open to ideas. So email us at podcast at which doc had at uk or give us a shout on our socials at which UK

Speaker 2 27:17

and do check out our other podcasts as well search for which money and which shorts wherever you're listening. And

Speaker 2 27:22

we've got more answers to all manner of questions like the ones you've heard in this episode over on the witch website. Today's get answers was presented by me Harry Kind alongside Grace Forell produced and recorded by Rob Lilley and edited by Eric Bria and thanks again to our wonderful guest, Luke Carthy. We'll see you next time. Goodbye. Bye