

How to Name Your Business & Listener Questions

Tim: Lukey, Lukey, Lukey, welcome back, part two.

Luke: Part two. How are you, Timbo?

Tim: Good, mate. Last episode was jam packed full of marketing goodness and we just couldn't do it to our listeners to create a show that was going to go for about, what do you reckon, we were heading for about an hour and a half?

Luke: Yeah.

Tim: So we thought we'll go part two.

Luke: Yeah, yeah.

Tim: And just split it up a bit, share the love. It's that time of the year, Christmas, summer. Well probably, in fact just before we came on air we got a Tweet from Rebecca from (0:52) in Holland.

Luke: Yeah.

Tim: Saying how powdery snowy...

Luke: Snow.

Tim: ...and cold it was. So hello to all our listeners in Holland.

Luke: Yes. And indeed the northern hemisphere.

Tim: The northern hemisphere. Because we are not there.

Luke: No.

Tim: Mind you, looking out here, it's pretty cold. Hey, mate, we're going to do three listener questions.

Luke: Yep.

Tim: We've got our holiday booklist...

Luke: Yes.

Tim: ...that's going to turbo charge our marketing knowledge. Did I tell you we're number 12 podcast on iTunes?



Luke: You might have mentioned that.

Tim: I think I might have mentioned it in the last show, but it's worth just reconsidering what that means.

Luke: Yeah.

Tim: But we won't do that now because I mean we'll talk about it later. Hey, listener questions, thank you by the way to all the listeners over the course of the year who have...

Luke: Yes.

Tim: Where have they sent those questions to?

Luke: Questions@SmallBusinessBigMarketing.com.

Tim: Questions@SmallBusinessBigMarketing.com. And so thank you, I know we haven't got to actually, we haven't actually got to that many over the course of the first year because we seem to just...we leave it til the end...

Luke: Yeah.

Tim: ...which is probably a bit rude.

Luke: And then we run out of time.

Tim: We run out of time but...

Luke: So we're dedicating this episode mainly to...

Tim: Yep.

Luke: ...listener questions.

Tim: Listener love, we call it. So, Lukey, first question, Justin, Fremantle, Western Australia.

Luke: Yep.

Tim: I'm having...oh, g'day guys, love your show, blah, blah, blah. Thank you, Justin. I'm having trouble naming my new business. What's the best way to go about it? Can you do it? No. I gather...I assume he means can we do it for him.

Luke: Yeah.

Tim: The answer is no, Justin. We'd love to...

Luke: However.

Tim: However. And he said, do I need a tag line?

Luke: Okay.

Tim: So best way to go about naming your business. Okay, I've got a really easy solution. Because it's kind of something I do, I've done a...

Luke: You've done a few of these.

Tim: I have, yeah.

Luke: Yeah.

Tim: In fact I've just renamed a mental health organisation. Which I thoroughly enjoyed doing because it...

Luke: It took a while though, didn't it?

Tim: It did. It did. But that's the nature of not for profit organisations too.

Luke: Yeah.

Tim: Because the approval times and...

Luke: A lot of stakeholders too.

Tim: A lot of stakeholders.

Luke: Yeah.

Tim: But we've ended up with a great name which I'll share with you next year when we relaunch the brand because I reckon it's one of the better names, certainly I've come up with, and that's going around.

Luke: You actually tried some crowd sourcing...

Tim: I did.

Luke: ...for the naming of that, Timbo.

Tim: I did but...

Luke: How'd you go with that?

Tim: Well can I tell you first, because that is a good tool for outsourcing, but the first thing when you are naming your business, I reckon a great question to ask, and we've talked about this before, you've got to understand what your business stands for, what your brand stands for. Because there's no use just putting your finger in the sky and saying what should I call it. Have a criteria. Write yourself a brief in order to then go away and start naming based on what your brief, the direction your brief has set. The number one question in your brief is what do I do.

Luke: Yep.

Tim: Four very important words. So in terms of my business I say, you know, I make...I show businesses how to be irresistible, okay, so that's what I do. We've talked about other examples of...there's a brewer in Australia who says they make the world more social. These aren't tag lines. These are like, it's almost positioning statements, you know.

Luke: Part of your brand character, Timbo.

Tim: Part of your brand character, correct.

Luke: Yeah.

Tim: Go to my website TheIdeasGuy.com.au and have a look at the brand character process that I take people through. But if you know the emotional answer to the question, what is it you do; it's a very very good lead in to then being able to develop a name. On top of that, you need to know what your personality traits of the business are, okay.

Luke: Yeah.

Tim: So are you a fun loving kind of excitable, colourful, or are you more kind of conservative and quiet and all that type of stuff. So if you know what you do, the answer to what you do, and you know the kind of personality you want to create around your business, then it's a damn good start to coming up with a name.

Luke: And if you are asking other people to name your business, it's a great brief.

Tim: Yeah, absolutely. I mean, you wouldn't ask an architect to go and design you a house without a direction from you.

Luke: Yeah.

Tim: And it's the same with naming your business. Online tools, Lukey, what have you got? There are...because you can crowd source it, you know.

Luke: Yeah, yeah, yeah.

Tim: You can put it out on Twitter, you can write a brief on Google Docs and share the link, you know. There's a great website called WordLab.com.

Luke: You've used WordLab before, Timbo.

Tim: I've been using WordLab for years. WordLab I use instead of...you know, sometimes I do crosswords just to keep the old brain active, but I've been...I often just go to WordLab.com.

Luke: And name businesses.

Tim: Name businesses, yeah. It's a free online forum.

Luke: So instead of Sudoku you name businesses.

Tim: I never got Sudoku, no, I just do crosswords, mate. Just basic crosswords, not even the cryptic stuff.

Luke: Yeah.

Tim: But, you know, like WordLab has got...you can name services, products, promotions, businesses, bands.

Luke: Yep.

Tim: And it's just a free online resource.

Luke: Babies?

Tim: I don't know. But that is something very close to your heart right now, isn't it, Lukey?

Luke: Yeah, indeed. A website that SitePoint has just launched, namemythingy.com.

Tim: Namemythingy.

Luke: Namemythingy. You can actually put up a brief and ask...ask...basically crowd source the naming of, you know, as you said, Timbo, just about anything.

Tim: Yep.

Luke: So that's another resource that you can use.

Tim: Lastly, Justin, and thanks for this question, because clearly it's a good one, have courage, you know, just have courage when naming something. I think we can often fallback on fairly conservative names. I think it's important the domain name is available.

Luke: Yeah, definitely.

Tim: It doesn't necessarily need to be exactly, it's nice if is exactly the business name in the domain name, but around about is pretty good. And Justin also asks, Luke, do you need a tagline. My answer, my simple answer to that is if your business name does not describe what you do very clearly...

Luke: Yep.

Tim: ...then you need a tagline to qualify it.

Luke: Yep. I agree.

Tim: Do you?

Luke: Absolutely.

Tim: Do you want to challenge me on that?

Luke: No, I think some people like to choose a name that...when they start their business it basically means nothing. It's, you know, like...I'm trying to think of one now and I can't.

Tim: The Ideas Guy.

Luke: No, no, see that says what it does.

Tim: It sort of does and it doesn't.

Luke: Yeah.

Tim: The Ideas Guy, I did need a tagline, which was making businesses irresistible. Because I just felt I knew what it did and it's developed a kind of a life of its own which is kind of nice but...

Luke: I've got an example.

Tim: Go.

Luke: iPod.

Tim: Yeah.

Luke: A thousand songs in your pocket.

Tim: Yeah. How good is that tagline?

Luke: Yeah.

Tim: And that's not even an emotional tagline, it's just such a good product that...

Luke: Yep.

Tim: ...to be able to say that.

Luke: But when iPods first came out way back when...

Tim: Yeah, yeah.

Luke: You know, what is it? A thousand songs in your pocket.

Tim: Yep.

Luke: Or 2000 songs or...

Tim: Yeah, well now it's...one bloke showed me the other day he had forty-two thousand three hundred and something songs on his iPod. It's like, and how many do you listen to. Anyway, hey, Justin, thank you very much for your question.

Luke: Thanks, Justin.

Tim: And thank you for listening. Lukey, who's next?

Luke: We've got Kim from New York.

Tim: New York. I love it. Last question from Fremantle, now we're heading off to New York, where to next?

Luke: Yeah. Okay, Kim from New York, you guys seem to know a lot about marketing. Thanks, Kim.

Tim: Yeah.

Luke: Where's it all come from? What books would you recommend?

Tim: Where's it all come from. Don't even go there.

Luke: Yeah, no.

Tim: Where's it all come from? Look...

Luke: That's why...that's sort of why we...that's really why we interview people.

Tim: Yeah, it is.

Luke: You know, it's a continual process of learning and getting inspiration from...

Tim: Yep.

Luke: ...others that are doing some weird and wonderful things.

Tim: You know, my experience, and I've been marketing for 20 years now, is that I found a whole lot of marketing stuff is BS.

Luke: Yep.

Tim: And we all know what that stands for. I just think it's a whole lot of, you know, people trying to make use of their eight hours in a day really.

Luke: Yeah, yeah, yeah.

Tim: Getting research done and writing mission statements and vision statements and...oh, that's interesting. Did I mention this the other...in a previous episode, but the guy who came...mission statements do my head in, I don't get them, they sit on a wall and gather dust, right...

Luke: Yep.

Tim: ...if you go into big corporates. The guy...I don't know whether I shared this, I might be doubling up, but anyway doesn't matter, if you're listening for the first time then here we go, the guy who invented mission statements is a guy called Tom Peters.

Luke: Yep.

Tim: And he invented them however long ago. He has retracted the idea of a mission statement about five years ago because he found that arms companies, companies that develop, you know, bombs...

Luke: Yep.

Tim: ...and bullets, have similar mission statements to hospitals, right, caring for customers, good corporate citizens, all the motherhood statements.

Luke: Doesn't it make you sick?

Tim: Yeah, yeah, it does. How did we get onto that? But, look, that's why, because I thought all marketing over the course of the years...I just see a lot of stuff that does my head in and a lot of money wasted so...

Luke: Yeah.

Tim: ...kind of trying to get it down to the good stuff and that's why we interview people.

Luke: Yeah. What books, Timbo?

Tim: Righto, mate. This is kind of...we're kind of integrating the answer to this question with our summer reading list.

Luke: Yes.

Tim: Which I have sitting here. You've just finished one and you put me onto it and I've now finished it. Talk about it.

Luke: Crush It! by Gary Vaynerchuk. Timbo...

Tim: A bloody ripper.

Luke: It's a really easy read.

Tim: Yes.

Luke: And I don't mean that...I don't say that because it's, you know...

Tim: Are you saying I'm an easy read?

Luke: No. And, look, Crush It! is all about...a lot of it is about personal branding, I found, that's what I got out of it.

Tim: Yep, yeah.

Luke: And developing your personal brand. And I think that's something that everyone should do. Whether you have a small business or whether you're professional, whether you're a tradesperson.

Tim: Whether you like it or not, in the coming years and decades people will be going online to find out about other people, if they're not already.

Luke: Yep.

Tim: Okay.

Luke: Also from an employment point of view.

Tim: Yep.

Luke: I...when an employer, when a prospective employer, is looking at candidates, I believe they're also going to be looking at that candidate's network as well.

Tim: Ooh, yeah.

Luke: They're not just employing the person. You know, if, say, someone has a couple of thousand followers on Twitter, they might have thousands of friends on Facebook, they might be hooked into a network of people that that particular business wants to get in touch with.

Tim: Yep.

Luke: It makes them a lot more employable than if...

Tim: Lukey.

Luke: Timbo.

Tim: That was a good book. Thank you for putting me onto that because Crush It! I just cut you off then but. Hey, next book.

Luke: Next one.

Tim: Freakonomics by Steven Levitt and Stephen Dubner. A rogue economist explores the hidden side of everything. I did an Amazon order a few weeks ago and the box arrived and these were all books that I chose.

Luke: It must have been just like Christmas.

Tim: I love getting that Amazon box, I love it. So this is a book that's been around for a while now, Freakonomics, and it is very well talked about. On the back, which is more dangerous, a gun or a swimming pool? What do school teachers and sumo wrestlers have in common? How much do parents really matter? Okay, so what has that got to do with marketing, I'll tell you next year. Lukey, another one is What the Dog Saw. And I bought this for two reasons. One, it's written by Malcolm Gladwell.

Luke: Yes.

Tim: Who wrote Tipping Point?

Luke: Tipping Point.

Tim: And Blink.

Luke: Yep.

Tim: And second reason is I love the art direction on the cover. Yes, I am a very simple person but I do love the art direction. But this is Malcolm Gladwell who is a very insightful young man, and look at him there, there's a picture of him in the inside sleeve. He looks like sort of Andy Warhol meets Keith Richards, I would say.

Luke: Meets Harry Potter.

Tim: Meets Harry Potter. But this is...so he's written a couple of really good insightful books in Blink and Tipping Point.

Luke: Yeah, Blink and Tipping Point definitely recommend...

Tim: Yeah, put those on the list as well if you haven't read them.

Luke: Yep.

Tim: This is...Malcolm Gladwell for a number of years has written for The New Yorker and this is a collection of the stuff that he's written for The New Yorker so...do you know what I also love about buying from Amazon?

Luke: The smell of the box.

Tim: I do like the smell of the box but I wouldn't tell anyone that.

Luke: Yeah.

Tim: I just did. I love the fact that you get hardcover books.

Luke: Oh, yeah, yeah.

Tim: Us folk in Australia, well that's an American...why did I do an American accent when...

Luke: You mean us folks here in Australia?

Tim: Yeah, us folks down...

Luke: Down under.

Tim: Oh, look, there goes a kangaroo down the street.

Luke: Yeah, mate.

Tim: Look, we don't get hardcover books and if we do they're just really expensive.

Luke: Yeah, yep.

Tim: Hey, next one, Trust Agents. Are we going to put all these on the show notes, guys, so stop scribbling, I can hear you scribbling madly and you don't need to. Trust Agents by Chris Brogan and someone Smith, I've taken off the sleeve so I can't see the names. But this is a fairly intellectual book but it is a book about how to gain trust using online resources. And a pretty important, Chris Brogan is prolific online, particularly in Twitter and with his blog, chrisbrogan.com you can check out. Do you want to add one, Lukey, while I go through my list or shall I keep going?

Luke: 22 Immutable Laws of Marketing.

Tim: Oh, come on, mate, that's not a Christmas read. Hey?

Luke: It's another easy read, it's another good book.

Tim: It is. I'd rather set fire to my own leg than read that over Christmas but...no, that is a good book. You do have to put that on your...

Luke: No, where...this is answering what books would you recommend for Kim from New York about marketing.

Tim: I know, I know.

Luke: That's a good one.

Tim: All right, all right, let's take this outside. This one, I don't know much about, it's called Connected by Nicholas Christakis and James Fowler. Both...one's MD PhD and the other one is PhD, intellectual stuff. The surprising power of our social networks and how they shape our lives. When I did this Amazon order for summer holidays I did kind of want to pump up my knowledge for the coming year, because I've got some big plans, so that's why I haven't got...the next book is fictional.

Luke: Right.

Tim: Okay. The only one of the list.

Luke: Have you got a picture book there for me?

Tim: You want a picture book, go and get a Larson, you know, like Gary Larson Far Side.

Luke: Yeah.

Tim: Go and get one of them, that'll make you laugh. Sit round the pool and laugh madly. My last book is for our reading list, which is nothing to do with marketing, Kim from New York, is Matthew Reilly's the Five Greatest Warriors.

Luke: Nice.

Tim: Yeah. It's kind of everywhere, it's all over bookshops at the moment and it's the Five Great Warriors. Look at it, Moses, Jesus Christ, Napoleon Bonaparte, Genghis Khan and Unknown. It is fictional.

Luke: Yep.

Tim: And it is about the end of the world and it is probably a pretty interesting read. A bit of a rollercoaster read, I'd say. So, look, I've started that and kind of cool, kind of sci-fi, no, not really sci-fi but fantasy and whacko stuff.

Luke: Look forward to hearing about that.

Tim: Gee, that was a big list.

Luke: Yep.

Tim: But...and if you were going to read one of them, I would actually say Crush It!

Luke: Yeah, definitely.

Tim: It's simple, easy and...

Luke: Inspirational.

Tim: And will get you...it's actually really practical.

Luke: Yep.

Tim: I love practical marketing stuff that you can use.

Luke: Stop crying and start hustling.

Tim: What?

Luke: That's one of Gary's sayings.

Tim: Stop crying?

Luke: And start hustling.

Tim: Is that right?

Luke: Yeah.

Tim: He's a fairly charismatic...you know what?

Luke: What?

Tim: Okay, I'm going to set myself up here; we'll get him on the show next year.

Luke: Ooh, big call, Timbo.

Tim: It is a big call. But I've got a list; I've started creating a list of things...

Luke: Yeah.

Tim: ...for next year.

Luke: Good one.

Tim: And because we only became the number 12 podcast for the year in 2009, did I mention that?

Luke: Come on, Timbo.

Tim: Sorry, sorry. I always say to my wife, you know, never tell a joke more than once.

Luke: Yeah.

Tim: And I've probably told that joke about six times.

Luke: Yeah, it's...

Tim: So it's clearly wearing thin. But we do have a list of guests that we're building up for next year.

Luke: Yes.

Tim: Which are really going to, I reckon, challenge us and take the show to a bit more, I don't know, a bit provocative in terms...is that the right word? Challenging.

Luke: Challenging, yeah.

Tim: Provocative was a bit...

Luke: Yeah, we wouldn't make...

Tim: ...on the erotic side.

Luke: We wouldn't make it onto iTunes at all if we...

Tim: Yeah, that's right.

Luke: Yeah.

Tim: Okay.

Luke: And also, listeners, if there is someone that you want to hear from, send us an email questions@SmallBusinessBigMarketing.com.

Tim: Yeah. Someone like really...who you think is doing just really really great marketing, or on the reverse side, thinks marketing is a load of.

Luke: Yeah, yeah.

Tim: Because we'd like to be challenged.

Luke: Yep. Now, Timbo, the final question?

Tim: Yep, we have, here we go, Jess from Auckland. Lukey, we've gone from Western Australia to New York and we're back into the southern hemisphere, Auckland, New Zealand, and Jess asks...do you reckon Jess is a boy or a girl or a dog? Because there's a lot of dogs called Jess, aren't they?

Luke: Yes.

Tim: I am finding it difficult to find a designer who I can work with for the next few years on my business, Jess says. I will require logo, stationery, brochures, website and ads. Good shopping list. But they all seem either too expensive, non responsive or too busy. Do you have any tips for solving this problem? Jess, great question.

Luke: Timbo, you've got a pretty good story about this.

Tim: Look, I do and I too have for many years looked for designers who kind of fit the criteria of what I'm looking for, and I have a number of designers that I use, depending on the brief, but I have found through 99designs initially he...this fellow.

Luke: Dot com.

Tim: Dot com. This fellow is...he won the competition that I posted on 99designs. And when I saw it...

Luke: Quickly what is 99designs?

Tim: Post a brief, get a logo.

Luke: Yep.

Tim: Or get stationery.

Luke: It's a design competition.

Tim: It is, design competition. Where, if you need something designed, post the brief, you'll get responses from all around the world, finished designs, you choose one, award them the nominated amount of prize money that you decide to give out.

Luke: Yep.

Tim: Thank you for that, Luke. Do you work for the company or something that...yeah, exactly, exactly. Go to TheIdeasGuy.com.au.

Luke: Full disclosure, yes...

Tim: Yes.

Luke: ...I work with 99designs.

Tim: Guys...

Luke: And...

Tim: Go on.

Luke: Yep, so you basically put up a brief.

Tim: Look, the guy who I ended up picking, I then went and had a look at his website, his work just astounded me in its simplicity and its beauty.

Luke: Yep.

Tim: Because I do love a good logo. I have subsequently contracted him. His name is Nikola.

Luke: Where? Where is he?

Tim: Nikola is in...I don't even know where this place is, this is how bad my geography is, Serbia.

Luke: Wow.

Tim: I love that. I love going to people, oh yeah, I've got a great designer, he's in Serbia. But, you know, oh gee he's good.

Luke: Yeah.

Tim: He is so...he's just a brilliant designer. He is cost effective, he is quick, he is flexible, he challenges me. He just fits so many of the criteria that I need for a good designer. And I love working with him. And so that's not really answering the question but what it does say, the question being how do you find a good designer. Look, go to 99designs, find a design you like and then find out who did it.

Luke: Yes.

Tim: And see whether they're in your price range or whether they're the kind of people you want to work with. That's not hard to do, you know, if you go around a website and see a nice design, contact the web designer who may be able to put you in touch with the graphic designer. By the way, guys, web designers aren't graphic designers all the time, so I think that's an important...

Luke: Or vice versa.

Tim: Or vice versa.

Luke: Yeah. I've, in my former web development business; I've employed graphic designers and web designers before. Once you find a good one, hang onto them...

Tim: Hang on.

Luke: ...as hard as you can.

Tim: Yeah, yeah, yeah.

Luke: Good designers are undervalued.

Tim: I'd agree. I agree.

Luke: And once you find one that you can work with, like Tim has, pay them well and hang onto them.

Tim: Yeah, yeah, yeah, yeah.

Luke: I had one of my best designers poached from me and...

Tim: You did. You did. And I've subsequently used him, haven't I?

Luke: You have.

Tim: Yep.

Luke: And I was...I rue the day that...

Tim: Don't mention names.

Luke: No.

Tim: Hey, and guys, the other thing is, elance.com. That's a good place to go and find designers, maybe, maybe not. Certainly you'll save money, but you get to see their portfolios.

Luke: Yeah, that's true.

Tim: So, you know, you can choose there. Ask around. And don't be afraid to just, you know, I think one of the things that designers love and will be willing to work with you more, even if your budget is not as big as they'd like it to be, have a good brief and I think we do...we will do...spend some time in one episode next year about how to write a good creative brief. Because once you've written a creative brief, and in fact I'll be covering this in my Bali marketing and wellbeing retreat in June, how to write a good creative brief.

Luke: Could be good for you to put up some templates, Timbo.

Tim: That would be giving away a hell of a lot of intellectual property but...

Luke: Maybe just for our listeners.

Tim: Oh, yeah, yeah, because no one else would know. So, no, it is, I mean once you've got a good creative brief written for your business...

Luke: Yep.

Tim: ...the job's done. And that brief can form the basis of so many marketing materials that you require.

Luke: Yeah, and look, you can find some great examples on 99designs and on elance.com.

Tim: Yeah, yep.

Luke: Particularly elance finds...you can actually find people that are regularly requesting.

Tim: Yep, yep.

Luke: And you'll find some good briefs on there.

Tim: And, look, the other thing is, last idea for Kim from Auckland, if you are on Twitter...

Luke: Kim was from New York. This is Jess from Auckland.

Tim: Oh, this is Jess from Auckland. Sorry. So what I would do is Tweet about it if you've got a bit of a following on Twitter.

Luke: Yeah, get people to refer you one.

Tim: There is a lot of designers on Twitter, let me tell you.

Luke: Yeah.

Tim: In fact there are lists of designers on Twitter that you could follow. So, hey, thank you, listeners, for your questions. Now, Lukey, well this is not a sad time, it's not sad at all.

Luke: No.

Tim: It's just kind of the end of the first season of Small Business Big Marketing.

Luke: Yeah, and we'll look forward to starting back in the New Year.

Tim: I am looking forward to it. We are going to have...I'm really looking forward to it. If we can get some of the guests on that we have on our list, we are going to rock the free world, the free marketing world, you know, it's going to be great. So, listeners, first of all, a big big shout out to...this is where the credits start rolling, guys, so bear with us and do listen because there's some people...and in fact, listeners, first and foremost this show is nothing without listeners.

Luke: Indeed.

Tim: We would not be number 12. As much as we joked about it, being number 12 on iTunes for 2009 was...is only because we have a whole lot of beautiful listeners from all around the world.

Luke: Yeah. And people that leave some fantastic reviews on iTunes.

Tim: Yep. So...

Luke: If you haven't.

Tim: Yeah, yeah, yeah.

Luke: Drop one on.

Tim: If you haven't, that would be great. I mean, please go and rate the show and please leave some written feedback on iTunes for us.

Luke: Yeah.

Tim: It doesn't have to be glowing, but just if you could give us feedback, that would be a wonderful thing. Email us a question for the New Year.

Luke: Questions@SmallBusinessBigMarketing.com.

Tim: Say g'day to us on Twitter which we will be linked on our website but...

Luke: Yep.

Tim: What's your Twitter?

Luke: Luke Moulton, that's M-O-U-L-T-O-N.

Tim: And mine is Timbo Reid, T-I-M-B-O R-E-I-D. Come and follow us and say g'day.

Luke: Yeah.

Tim: And tell us what you'd like to hear more about next year. And get linked in with us.

Luke: Yeah.

Tim: We'll have all these links on the show notes, guys, but we'd love you to come over and get linked into us, build the community. We're going to kind of use...going to get even a bit more intelligent in the New Year, Lukey, with the way...we talk so much about social media but it's all been about time obviously. We've got full-time jobs that we're doing and the podcast is kind of...

Luke: Indeed.

Tim: I wouldn't say secondary but it's one of those things, I mean, we do need to spend some time on getting the website right and a few other things. And that will be the New Year's challenge.

Luke: Yep. And getting to number one in business podcasts.

Tim: Oh, stop it. I think we are, we actually are. If you go to marketing on iTunes, we are number one.

Luke: Yeah.

Tim: Which is kind of nice, brings a tear to a glass eye. Tell everyone. And shout outs, shout outs, shout outs, listeners, thank you. Sammy Cavanaugh.

Luke: Yes, thank you, Sam.

Tim: Who has been our producer and our...

Luke: Given generously of his time.

Tim: Mate, has he ever. Time, studio, love, patience, and all he wants is a Subway or a Nando's chicken...vegetable burger or...

Luke: Vegetarian.

Tim: You know, God bless you, Sammy. Thank you so much. And...

Luke: Jack.

Tim: Post.

Luke: Jack Post, a lovely young fellow who's been doing the edits for us and post production.

Tim: Yeah, great guy, Jack. Thanks, mate, for all the work you have done. And who else? Mum, do you want to thank your mum?

Luke: Yeah, thanks, mum.

Tim: Thanks, mum.

Luke: Thanks, Tim.

Tim: Thank you, Luke. Stop it.

Luke: It's been great working with you.

Tim: Yep, virtual hug. Virtual hug. It has been good.

Luke: You'd crush me.

Tim: Yeah, we'd crush it. Hey, what are you doing, are you going away?

Luke: No, I've basically got a week off and I'm just going to...

Tim: Oh, yeah.

Luke: ...potter around here at home.

Tim: Yep, lovely.

Luke: And yourself, Timbo?

Tim: Going up to the Whitsundays to a tropical island.

Luke: Queensland.

Tim: Queensland, yeah. And going up with the family, going to a Club Med actually and going to do a bit of water aerobics and...that will be a sight, wouldn't it? No, but we're going to have...

Luke: Speedos or board shorts?

Tim: I think I'll go the budgie smugglers.

Luke: I'm glad I'm not going to be there.

Tim: Okay, but, look...

Luke: Don't take any photos.

Tim: I will. Hey, we are going to have a good time because this has been a big year and I'm just going to kind of relax, read those books that we mentioned. Guys, visit out show notes. Have a lovely lovely Christmas time.

Luke: Yeah, check out the website SmallBusinessBigMarketing.com.

Tim: I was going to...you shrug...you are the marketer from...you're the marketer's marketer. I was just about to wish everyone a merry Christmas and you're just like, bang, straight into it. Okay, merry Christmas, guys.

Luke: Merry Christmas, guys.

Tim: Have a great holiday. I was going to say summer holiday, but if you're in the northern hemisphere have a lovely winter holiday...

Luke: Yeah.

Tim: ...or time with your family. And thanks for listening. Love you, love your work. Lukey.

Luke: Timbo.

Tim: See you in the New Year.

Luke: See you, guys.

Tim: Bye.

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