

How to Get Connected and Build Your Business

(Telephone ringing.)

Female Speaker: Hello?

Tim: Hello, is Iggy there?

Female Speaker: Yes, I can put you through.

Tim: Thank you.

Female Speaker: Just one moment.

Tim: Bye. Sit back, guys, relax. Pretend all your cares in the world are just dripping off like sun rays on a hot summer day.

Female Speaker: I'm sorry, I'll transfer you now.

Tim: Thank you. And everything will be okay because tomorrow is another day. And welcome back to Small Business Big Marketing. G'day Luke.

Luke: How are you, Tim?

Tim: Couldn't be finer thank you. And there's a reason for the unusual start to this episode. It wasn't planned but we thought before we introduce our special guest for this week we thought we'd tackle one of the big issues of marketing, Luke.

Luke: What's that, Tim?

Tim: Luke, I'm glad you asked. It is on hold music.

Luke: Yes.

Tim: Massive issue, isn't it?

Luke: It is.

Tim: Going around the traps, been for years.

Luke: Especially when you're using that canned music.



Tim: Yeah, the canned music, the musac. And that's what we were confronted with, as you heard, as we were waiting to be put through to our special guest. Now, it's not his company who was offering us that...

Luke: No, I'm sure...

Tim: ...wonderful tune.

Luke: I'm sure Iggy wouldn't let that happen.

Tim: No, no, no, but that's...it was where he was at. And, look, the reality is on hold music is an opportunity to promote your business, not an opportunity to send your prospect or customer to sleep.

Luke: Yes. Indeed. Yeah, take the opportunity to tell them about your business and services...

Tim: Yep, yeah.

Luke: ...while you've got them on hold.

Tim: And, look, there's heaps of businesses out there that will do it for you professionally.

Luke: Plenty.

Tim: But even so, I don't know whether professionals are a good idea either, you know, with the slinky voiceover and the kind of key message kind of presentation. It might just be nice if you as the owner did your own on hold music.

Luke: I think so. And even if you're a small business and there's someone around with a good voice, you know, get them in, write a little script.

Tim: Yeah.

Luke: Tell them about a new product or a new service.

Tim: That's it. And have a bit of fun with it.

Luke: Indeed.

Tim: Be true to your brand, Luke.

Luke: Be true to your brand. Always be true to your brand.

Tim: Thank you. We are going to introduce our guest now. So it is...

Luke: Without...

Tim: Without further ado or should we have some ado? Let's have some ado. Because our guest is a celebrated marketer, I would say globally.

Luke: You'd have to say with his sort of...people he's worked for before.

Tim: You only have to go to Google and key in the two words Iggy Pintado, I-G-G-Y, Pintado and you will be confronted with not one but two, not three or four, but I would say numerous Google pages that he owns.

Luke: It's got to be a good ten.

Tim: It's extraordinarily clever, this fellow has managed to monopolise Google. Mind you, I don't think there'd be that many Iggy Pintados going around either.

Luke: No, you wouldn't but he's somehow managed to maintain plenty of Google real estate.

Tim: He has. Nice term, Lukey. He...previous jobs, how's this, head of online sales at Telstra. For our overseas listener, they're the biggest Telco in Australia. Head of channel development at Telstra. He was also director, he was a director at IBM, wow, that's pretty serious. And a director of marketing at IBM Australia. So, look...

Luke: You'd have to say some reasonable credentials.

Tim: Good credentials, Luke, very good credentials. Better than yours and mine put together.

Luke: Indeed.

Tim: And here we are doing a marketing show, isn't it great?

Luke: Yeah.

Tim: So Iggy Pintado, listeners, he has written a book called "The Connection Generation" and it's a great read about how in this day and age we have the luxury of so many different ways of connecting with our customers. And that's what he's going to talk to us about today. Heaps of practical tips, Lukey.

Luke: Yep, plenty of practical tips.

Tim: Plactical.

Luke: Plactical. Make sure you've got your wuler and your wubber.

Tim: That's right, that's very funny. Wuler and wubber, I like that. And stayed tuned for after the show because Iggy has kindly given us some of his books signed, personally signed...

Luke: He has.

Tim: ...by the guru himself, to give away. And we're going to tell you how to do that, or they could just skim straightforward and miss the whole interview really and just go and find out how to do it. But, guys, have a listen, there's a good giveaway at the end. Ladies and gentlemen, Mr Iggy Pintado.

Iggy: It's Iggy Pintado speaking.

Tim: Hello, Iggy, this is Tim and Luke from Small Business Big Marketing. How are you?

Iggy: Hi Tim and Luke, very well thank you.

Luke: G'day, Iggy, how are you going?

Iggy: Good thank you.

Tim: You look beautiful.

Iggy: Who does?

Tim: You do.

Iggy: How can you tell? Is there a camera in this room?

Tim: I'm looking at your book, mate, I'm looking at your book. So, Iggy, you are the connection generation kind of guy and I reckon a place to start would be how the hell does one commercialise being connected?

Iggy: Sure.

Tim: Is that a fair place to start? Because there's many many places we could but...

Luke: It's a tough question to start with, Tim.

Tim: It is a tough question, but I just wanted to get straight in there.

Iggy: Yeah, sure. How do you commercialise?

Tim: Being connected.

Iggy: Being connected.

Tim: You talk about...it's unfair, it is.

Luke: It is.

Tim: It's a big question to start with but what is being connected, Iggy?

Iggy: Well being connected is really just a bit of a difference to what we used to do in the past. I mean, you know, I always think about when a business person gives me a business card what are they actually trying to do. Are we just swapping pieces of information or are we, you know, is it just a piece of communication that I take back and then that other person takes back into our business and then we do what with it, I don't know. I call that communication, which is they've just communicated some information with me. But what's really important is the connection which is I want to be able to call that person back or I want to stay in touch with them in some way, shape or form and I think, honestly, guys, we're blessed in this day and age that we can connect with people not only using physical things like,

you know, handshakes and meetings, etcetera, but we can actually connect online. We can connect with people, with information, with ideas, etcetera, and I think that's what's really important because that's what's going to create more and more business going forward. I was just looking at a report, the...

Tim: Hang on, before you go on.

Iggy: Yep.

Tim: So is that connection about a quantity of connections, like as many as you can get, and I know what you're going to say to this, or is it about having a small amount of connections that are of wonderful quality or...

Luke: Yeah, finding the connectors.

Iggy: It's the old quantity versus quality statement. Look...

Tim: What's your view?

Iggy: My view is it's both. Because...

Tim: Oh, that's fence sitting.

Iggy: Well it could be but the thing is the quality of your connections, you might be connected to some of the most amazing people but what I've found is it's not necessarily the old adage of who you know, it's who you know who knows who you want to know.

Tim: Hang on, hang on. We need the brake sound. It's not who you know, it's who you know?

Iggy: Who knows...

Tim: Who knows.

Iggy: ...who you want to know.

Tim: Yep, yep.

Iggy: Let me give you the example.

Tim: Yep.

Iggy: You might have a nerdy dad who is, you know, one of the guys who hangs around at your kid's soccer team.

Tim: Yep.

Iggy: All right.

Tim: Yep.

Iggy: And, you know, he might be the nerdiest guy in the world but...and you don't really want to associate with him, you don't...

Tim: But he knows Bill Gates.

Iggy: He might know Bill Gates, he might know Kevin Rudd, he might know a lot of people. And my theory is it's actually worth knowing those people because my mantra, as you know, Tim, is every connection is a potential social or business opportunity.

Tim: Yep, yep. So are you being opportunistic though or are you being like...yeah, are you being opportunistic? It feels a little bit opportunistic.

Luke: Yeah.

Iggy: There's a little bit of opportunistic. But, look, I just think there's so much richness in the world, there's so many opportunities out there to find out about things both socially and in business, you know, we can make...

Tim: Yep.

Iggy: Yeah, we can make money out of this but you can also find out so much rich information and have those experiences that you didn't have before just by connecting to people.

Tim: Yeah.

Iggy: So I say, look, open yourself up, connect to as many as you can and, you know, yes, you'll get quality out of some.

Tim: Yep.

Iggy: But you might also, you know, open your eyes to other things.

Luke: So how do you go about using, let's take the soccer dad for example, if you don't really know him that well and you don't socialise him, how do you approach him to use him as a connector to someone who you want to get to?

Tim: You say, look, I don't know you that well but I know you know such and such, can I have their phone number please.

Iggy: Yeah.

Luke: Obviously there's a tactful way of approaching it, Iggy, because that's what you do, so...

Iggy: Well there is. But one way of doing it is to actually steal his phone because you can then take his sim card and (9:03). No, jokes aside, look, it's a matter of relationships. It's just a matter of striking up conversations, treating people civilly and, you know, talking to people about what their interests are.

And, you know, it's not...on a, you know, using the soccer dad example, it's not a lot of effort to talk to someone and to find out, you know, what they're interested in...

Tim: Yep.

Iggy: ...and who they know, what they are. This is about relationships.

Tim: Yep.

Iggy: And to me, connection is about relationships. It's about having tiny micro relationships with people and then when you find those gold nuggets of opportunities, whether they be social or business...

Tim: Yep.

Iggy: ...then that's when you really get the value.

Tim: So, Iggy, is this about, in our just podcast that we've just posted, we had some viewer questions, or listener questions, I should say, and one of them was about networking and I made the comment that one of the great things about this generation of being able to network online is you don't have to roll up to functions and have a sandwich and make small talk, you know. Like so you don't have to be extroverted, you can actually be yourself and get to know people online, connect with people online. So is your whole spin on things very much driven by the fact that the online world is blossoming?

Iggy: Definitely, definitely.

Tim: Blooming.

Iggy: Look, I honestly think we are blessed in our generation to have things like social networking tools like LinkedIn and Facebook and Twitter and...

Tim: Right.

Iggy: I'm saying that both socially and for business because never in my experience of many many years of marketing have we ever had customers actually telling us...

Tim: Yep.

Iggy: ...what they want and what they need. We don't even have to ask, it's there.

Tim: Yeah, yeah, yeah.

Iggy: We've just got to go and find it.

Tim: Yep.

Iggy: And to find it what we have to do is we have to connect with them, right. We've got to find that...the deal is you connect with me and you find a reason for us to have some level of online relationship...

Tim: Yep.

Iggy: ...and I'll, you know, reveal to you stuff that you want to know about me.

Tim: Yep, yep.

Iggy: And I think that's the goal, that's the value. And what I'm also finding about the whole technology is that value always wins. Consumers will pay for value.

Tim: What do you mean, give me an example?

Iggy: Oh, look, I just think people always ask me why are people, you know, adopting Twitter at a rate of knots and why are people on Facebook.

Tim: See I don't reckon we have had a...we haven't had an episode where the word Twitter hasn't been mentioned. It's amazing, isn't it?

Luke: No, no. It's been on...

Iggy: All right, I won't...

Tim: No, no, I'm not...

Iggy: I won't mention it then.

Tim: Don't get sad, it's not a criticism. It's just like it's really interesting, I wonder in 12 months' time when we're old and grey whether we'll still be mentioning Twitter. It'd be...

Luke: Well it's been pretty significant for some businesses.

Tim: Yeah, it has.

Luke: Particularly Dell, for example.

Tim: Dell?

Luke: Yeah. Anyway, Iggy, I won't interrupt, please...

Tim: Sorry, mate.

Luke: Please go on.

Tim: Go on.

Iggy: Well I think also and, look, while we're talking about Twitter, we may as well, it's come of age, it's on the front page of Time magazine in the middle of June and you kind of think when a large media organisation puts a new media on their front cover...

Tim: Yeah.

Iggy: ...and talks about how they're adopting it...

Tim: Yeah.

Iggy: ...it's kind of come of age. But...

Luke: Or when the US government tells them not to...to stop the...stop the service to manage, so the guys in Iraq can...

Tim: Brrp, brrp, brrp.

Luke: Yeah.

Tim: Sorry.

Luke: Stumbling over my words.

Tim: Yeah, that's right.

Luke: Yeah, you know, when the US government asks a technology provider to keep their servers going that's when you know it's pretty big.

Iggy: And so that's what I mean by value. I mean, people have always said...some people have said that Twitter is, you know, a bit trite with, you know, people saying, you know, I'm walking the dog or I'm brushing my teeth or whatever...

Tim: Yeah, yeah.

Iggy: Yeah, fine, those sort of people just kind of, they just go off into the sunset type thing but...

Tim: Yeah.

Iggy: The value...people use it because they extract value. They get information, they connect with people, they develop relationships. I think that's the real value of it.

Tim: So, Iggy, you touched on it and our listeners are people who want to get the biggest bang for their modest marketing budgets that they can and I know that when I do talk about social media every now and then to clients and this notion of getting connected they go, oh, you know, that's a dating site or that's just, you know, people saying they're walking their dog or check this funny cat video on YouTube or whatever, you and I and Luke clearly know that's not the case.

Iggy: Mmm.

Tim: And I go back to my initial question, how do you commercialise this notion of being connected, how do you make money from it, how do you sell more product?

Iggy: Well, look, I'll give you my view of it. As I mentioned before, I was looking at the census e-business report back in July about why people use the Internet, small businesses right, 94% of small medium

businesses are connected to the Internet and the three primary reasons why they use it, number one is 98% say it's to communicate with my clients and customers and suppliers, that's the primary reason. The second, 89% are looking for information only about products and services, right.

Tim: Yep.

Iggy: And 84% say they use it to find research data about their industry or their trade or whatever, you know, industry that they're in. And I kind of looked down the rest of the report and nowhere did it actually say that they use it to better relate to their customer.

Luke: Yeah.

Iggy: And to me, why wouldn't you use it, why would you pay for expensive CRM tools to actually get connected with your customer and have all sorts of data about your customer when it's already available online and you can establish that relationship and actually use it...

Tim: Part of the answer to that is it's really easy to collect data, it's really hard to know what to do with it effectively.

Iggy: Yes. And...

Tim: And that's where you kind of...that's where the big guys can employ specialists to do that. Small businesses can't do that. I saw a lady at a trade show a few months ago who was collecting every person's email address and phone number that walked past her stand. I said what are you going to do with it, she said I don't know.

Iggy: Yep. And this is part of the problem because they haven't worked out, you know, a couple of very simple rules. And one of them is the old Pareto Principle right, 80/20, right. You're talking...

Tim: The Dorito?

Iggy: Pareto Principle.

Tim: Oh, the Pareto Principle.

Iggy: Yeah, the Pareto Principle basically says that, you know, you're probably going to get 80% of your business revenue from around 20% of your customers.

Tim: Yep.

Iggy: So how well do you want to know those 20%?

Tim: Yep.

Iggy: You know, you want to know them so well that you know all their needs, you know all their wants...

Tim: Yep.

Iggy: ...you socialise with them, you love them to death and they will not only buy from you, they will buy from you again and again and again and again. And if you show them the value that we were talking about earlier...

Tim: Yep.

Iggy: ...they will always come back to you.

Tim: Okay. So, Lukey, the Dorito principle, I think we'll put the Dorito principle aside...

Luke: Pareto.

Tim: Pareto. Pareto, Dorito. But what we will talk about is this notion of adding value and just giving away stuff knowing that people won't just take it and never show their heads again to buy from you.

Luke: Absolutely. I think people appreciate when you give away a bit of knowledge, it always comes back to you.

Tim: Yeah, they do. And, like, you know, we see this all the time. You and I spend a lot of time scooting around the Internet and I think Internet people, people selling on the Internet are very good at this whereby they do give away a lot of stuff. And a bit of self promotion here, can we do that?

Luke: Yeah, sure.

Tim: Yeah.

Luke: Why not?

Tim: You sure?

Luke: Yeah.

Tim: Yeah. Well the idea of like on our website SmallBusinessBigMarketing.com we give away, here we go, just for your email address, we give away 12 secrets every small business owner needs to know, 14 mistakes that stop your print ads working, plus the first two chapters of our book Cha-Ching! plus...

Luke: Plus, wait, there's more.

Tim: Stop, there's more. Yeah, let those steak knives just rattle around the box for a little bit, but we also give away five free killer marketing ideas.

Luke: Yep.

Tim: Just to whet your tonsils really, isn't it, Luke?

Luke: Yes, we're hoping that the information we put into those emails will whet your appetite...

Tim: Yep.

Luke: ...and get you to come back and buy the book because, you know, there's some good information there.

Tim: Yeah. And I tell you what, I'll give you another great example, and I gave this fellow US\$97 on the weekend, another great example of giving stuff away for free, listeners, is I came across a product online the other day that I thought this is going to help my business immensely. The guy shared a 40 minute audio of knowledge around outsourcing your business. He gave away 40 minutes for free, gave away a heap of links and information and all this and then he stopped it and he said if you want to know the magic link, that one link that's really really going to super duper make, you know, the outsourcing of your business really super duper, you've got to pay 97 bucks. And I couldn't not. I'd listened to 40 minutes and he'd given away so much valuable information. And really kind of credentialised himself to be someone who knew what he was talking about. So out came the old PayPal and in went \$97 into his account and I got back this link and, you know, it was valuable stuff so...

Luke: And that's what you can do with, you can do it with a business website, you know, if you've got a...if you've got a blog on your website, which is always a good thing to have, you know, give away information that pertains to your business and the industry that you're in. Give people some valuable advice, become the expert.

Tim: Yep. You're a bit of an expert, Lukey.

Luke: We're all a bit of an expert at something, Tim.

Tim: We are, we are. Back to Iggy Pintado. So how, how are we going to do this? What are the...I'm going to ask you in a minute like top five or top five, top seven, I don't care how many things, but things that our listeners can pick up and tomorrow go, yep, I need to be more connected and my business needs to be more connected, how do I do that.

Iggy: Yep.

Tim: So what is that, what are the steps, what are the practical steps? Because I've read your book, it's fantastic and we'll leave people with a link to it on our website at the end of the podcast but, you know, like what is that...what have they got to do now to start getting more connected so that it results in more business in six months' time?

(Drum roll.)

Iggy: Okay, I'm going to give you the top three, okay.

Luke: Okay, three.

Iggy: I'm going to give you three.

Tim: Okay.

Iggy: The first is you've got to be visible, right. You've got to be there, right.

Tim: Yep.

Iggy: A lot of these businesses that are out there have got websites. Websites are posters, right.

Tim: Yep.

Iggy: People will look at your site, they'll look at it and go great and then walk away. Nice, but...

Tim: Can I put a quote in there?

Iggy: Sure.

Tim: Have you got a...are you online...start again. Are you online or have you just got a website?

Iggy: That's it.

Tim: Hey, you like that?

Iggy: That's beautiful.

Tim: Is that in your book?

Iggy: That's beautiful. No, it's not, but you can have it.

Tim: Okay.

Iggy: But my point is...my point is that it's just a presence, it doesn't do anything. It's like a business card and, you know, you...

Tim: Needle in a haystack.

Iggy: Exactly. So what you've got to be is not...what you've got to be is visible and active. Which is you've got to be where people are.

Tim: Is that number two?

Iggy: That's number one, visibility and be where people are, right.

Tim: That's two.

Iggy: Yeah. Can I give you an example of that first one?

Tim: Yeah, yep.

Iggy: I'll give you an example. I had a...I went to a meeting once and this guy pulled me up and said, hey, you're the online guy you keep talking about getting connected. I actually spent quite a bit of money setting up this ecommerce site. I set up a site and, you know, I sell furniture and no one went to my site. I spent thousands of dollars on ecommerce engines and everything. And I said, where do people buy furniture from online? And he said eBay. And I said have you got an eBay store...

Tim: Nah.

Luke: Yeah.

Iggy: ...and he went no. And I said well why don't you go where people go. Because you're invisible out there. It's kind of like building a little store out in whoop whoop when you've got a big mall, a big shopping mall, a big Westfield, sitting in the middle of the area that you want to go in. So why don't you go where people go. So it's visibility and activity. You've also got to be part of the community is part of that, be active. That's the first one.

Tim: Okay. So, Luke.

Luke: Timmy.

Tim: I say to every every single client I think I ever work with that the website is a needle in a haystack, that's the best way of looking at it. Because so many people put so much effort into getting the website right but then like they feel as though the job's done.

Luke: Yep.

Tim: And this is why I sort of say, you know, are you online or have you just got a website. Because having a website is like that's your ticket to the game, isn't it, after that there's plenty to be done.

Luke: Oh, you're only halfway there with a website. You really do have to promote it. It's like, you know, it's part of your business and these days it's a main part of your business. So you need...

Tim: So what type of things would you say, like online, that you'd need to do?

Luke: Well it's sort of coming back to some of what Iggy is saying in terms of developing your own brand and your own reputation. Some things that you can do, I mean, apart from online paid advertising, is start commenting on other people's blogs that relate to your industry, that's a good one.

Tim: Or leaving reviews for podcasts on iTunes.

Luke: Yeah, correct.

Tim: He says with a smile.

Luke: Joining forums. You know, when you...join a forum that relates to what you do and to your business. Try and answer some questions. Help some people out. Leave a link back to your website.

Tim: Yep.

Luke: That's always a good one.

Tim: I came across a great one the other day. Our washing machine broke down. I went into Google and said, you know, how do you fix a Fisher & Paykel certain model number and the link that I got was to a forum and I posted a question on the forum how do you, you know, it stopped doing this, what do I do.

This guy came back within 24 hours and said, oh, check this, this and this and then come back and tell me what the code is that it's putting out or whatever. And he turned out to be a washing machine repairman and...

Luke: Perfect example.

Tim: Yep.

Luke: There you go, there's a perfect example, that's exactly what I'm talking about.

Tim: Happened to live in New Zealand.

Luke: But, you know, he might not know that you're a connected, online connected man...

Tim: Correct.

Luke: ...that would go and recommend his business.

Tim: You are correct, true.

Luke: And people can actually nowadays jump onto Google Maps and leave reviews on businesses on Google. So, you know, you always want to make sure you provide a good customer service and help people out.

Tim: Yeah. So just be there. The beautiful thing about the Internet, and not that this is a show about Internet or Internet marketing, but the beautiful thing about the whole online thing is you can be many places at once.

Luke: Indeed.

Tim: Yeah, so...do you like that?

Luke: You can be everywhere at once.

Tim: Yeah, completely everywhere, can't you?

Luke: You can.

Tim: You could be ubiquitous. Okay, back to Iggy.

Luke: Back to Iggy.

Tim: Okay, number two?

Iggy: The second thing you've got to do is you've got to be prepared to listen. Which is something that a lot of businesses aren't quite sure of. With Twitter, a lot of people get on Twitter, a lot of companies get on Twitter and they use it as a broadcasting tool, right.

Tim: Yeah.

Luke: Yeah, they sure do.

Iggy: I'm going to go out there and I'm going to tell the world about my products. But what they're not doing is they're not actually listening because customers are probably going back to them and saying, yeah, I use your product but I'm not happy with it.

Tim: Yep.

Iggy: Can you come back...

Tim: So a little tip there for listeners is that like by all means, you know, push your message but also get onto Twitter, for example, go to the find people button, do a search on the category in which your business operates, find people who are actually Twittering, Tweeting, about your category, not necessarily about your business but about your category, asking questions, making a comment, complaining, and respond to them. Because what you might find is one of those people who have a query about your category or a product or a service that is of relevance to your business, if you answer that question, they'll start to tell other people.

Luke: I've also noticed, sorry to interrupt again, Iggy, but I've also noticed how some businesses are doing it really well using Twitter. They're actually re-Tweeting people's testimonials.

Tim: Oh, yep.

Iggy: Yes.

Luke: So, you know...

Tim: Iggy's the re-Tweeter from heaven, I must say. Thank you for all the re-Tweets, Iggy, so I don't have to thank you on Twitter.

Iggy: You're welcome.

Luke: So they're essentially monitoring what people are saying about their brand and the good stuff they're re-Tweeting.

Tim: Yeah.

Luke: Which I think is brilliant.

Tim: Yeah, yep.

Iggy: Absolutely. But the thing is they will only re-Tweet stuff, hopefully, that is of value to the people who are actually following them.

Tim: Yeah, correct.

Iggy: Because to me, if you start re-Tweeting stuff that says, you know, oh, yeah, we got a new product today, that's of no value.

Tim: Okay.

Iggy: But if you re-Tweet stuff that actually says, yep, I find that of value, I need to go and have a look at that, that's when you really start to get the value. And to me that's just listening and listening and sharing.

Tim: Iggy, back to top three. Be active, listen?

Iggy: Yep. The third one is there is no excuse for not knowing your customers.

Tim: Okay.

Iggy: And this is know your customer. And I'm not saying, you know, have your CRM and have all your data and have all your databases, etcetera, I'm saying know your customer. Be able to pick up the phone to any of your top ten customers and be able to say, hi mate, how are the kids, what's going on, how's your footy team going, can I take you out to lunch, etcetera. We're talking about the 20% of your customer base that generates 80% of your revenue.

Tim: Yep.

Iggy: There is no reason for not knowing, and in my language connecting, so well with those customers that they will stay with you for life.

Tim: So if our listeners want to go out and get connected tomorrow and there is a plethora of social media channels to do this and stuff, you know, there's...you could join a chamber of commerce, you can start a blog, you could do a podcast, you could pick up the phone and ring your top 10% of customers. But what are the top three things that would get momentum going for someone who might not be so comfortable in this space that we're talking about?

Iggy: Okay. So if you look at the three that I spoke about, I talked about being visible, I talked about listening and I talked about knowing your customer.

Tim: Yep.

Iggy: One of the first things that I would do is I would get on LinkedIn.

Tim: You love LinkedIn.

Luke: Yeah.

Iggy: And LinkedIn is for business.

Tim: Yep.

Iggy: It is put your profile up there, put your company up there and start connecting to the people who are already there...

Tim: Okay.

Iggy: ...because they're probably your customers.

Luke: So every time you get a business card?

Iggy: Put it on LinkedIn and invite them on to LinkedIn.

Tim: Ooh, yeah, you're the master of that, mate.

Iggy: I've got 7250 direct connections as at today.

Luke: Wow.

Tim: I love it. So LinkedIn. Number two?

Iggy: That's number one. Now, if you want to find out about them socially...

Tim: Yep.

Iggy: ...then why not use Facebook for that reason. Now, Facebook is becoming...

Tim: Or actually find out...get yourself on Facebook is what you're saying.

Iggy: Yeah, sorry, sorry. Get on Facebook and start to use Facebook as a social tool. Now, the thing with Facebook that people always tell me is, no, no, no, Facebook is just for my family or just for my friends, I don't want any customers or any prospects on there. Well Facebook is becoming sophisticated enough so that you can only put up stuff that you want your family and friends to see but you can also start to categorise them so that you can put stuff up there that you want, for example, your colleagues or your prospects or your customers to see.

Tim: So it brings a human face to what is otherwise a business...

Iggy: Absolutely.

Tim: ...proposition. Okay.

Iggy: Absolutely. And I think people want to do business with people who want to do business.

Tim: Yep.

Iggy: You know, it's a relationship thing.

Tim: Yep. Number three?

Iggy: The final one is our old favourite which is Twitter.

Tim: Yep.

Luke: Yeah.

Tim: Okay.

Iggy: You have to be on Twitter. There are people who are already saying that people who aren't on Twitter are behind the eight ball. I don't think that's true. I think if you got on now and if you started to use it in the way that we talked about before which is not only be prepared to tell and be prepared to ask questions, which is participate, but also be prepared to listen.

Tim: Yep.

Iggy: Which is when people give you feedback, be prepared to have that conversation as well.

Tim: Okay. Cool. Well that's pretty good stuff.

Luke: Some good tips.

Tim: Iggy, you are the author a new book called "Connection Generation". You must feel a lot more connected having that book out in the marketplace.

Iggy: I do.

Tim: How many have you sold?

Iggy: Oh, lots.

Tim: Lots.

Iggy: Lots.

Tim: Good on you. No, do not share the numbers.

Iggy: Never.

Tim: Never. Okay, mate, well how can people get hold of that book?

Iggy: They can go to the website which is www.connectiongeneration.com and there is a place there that says where you can order it. You can order it online or just go to your local bookstore and ask them to order it in for you.

Luke: So it's not on eBay?

Iggy: Oh, sorry, it is on eBay as well. You...on eBay you actually get personally signed copies from me.

Luke: Fantastic. There you go.

Tim: You are a connection machine. All right, bud, thanks so much for spending time with us on Small Business Big Marketing.

Luke: Yes, thank you very much, Iggy.

Tim: And stay connected.

Iggy: Thanks very much, guys, thanks for having me.

Tim: See you, mate.

Luke: Cheers, bye.

Iggy: Cheers, bye bye.

Tim: Well that was Mr Iggy Pintado. What a connection like master.

Luke: He's a connection guru. Seven thousand two hundred and fifty connections on LinkedIn.

Tim: Yeah. Some would say get out more. We know Iggy, I've presented with him at a conference and he's a good guy. And he doesn't need to get out more, he's just incredibly connected. And...

Luke: Indeed.

Tim: Do you reckon like would he be the black belt? What's the highest you can go? Would he be the black belt of connection?

Luke: The five star general of connection perhaps.

Tim: Yeah, he is, isn't he. Yeah, yeah, he's...he does it well. And he shared some really good stuff there. So hopefully, listeners, part of this podcast is all about practical advice and insights. So I reckon there's a few there. The bell rang, didn't it, or the chime or whatever it did when he gave a few tips...

Luke: Yes, he gave a few tips, the three different social media applications you should be using, LinkedIn, Facebook, Twitter.

Tim: Yep. In fact stop right now, listeners, stop, go and get on LinkedIn and have a good night.

Luke: But before you...

Tim: Oh, yes, yes.

Luke: Before you go we have...Iggy has kindly given us three of his books to give away, so what we're going to do...

Tim: Signed.

Luke: Signed.

Tim: Actually personalised, not even signed.

Luke: Signed and personalised.

Tim: Well signed and personalised, yep, yep.

Luke: So the first three people to go and leave a review...

Tim: No, no, no, no, no.

Luke: No?

Tim: Not the first three. Best.

Luke: Best, right.

Tim: Yeah. So go to iTunes, look up Small Business Big Marketing if you haven't got it on your screen already and leave a customer review.

Luke: Yep.

Tim: And then just email us and tell us you've done it.

Luke: Send us an email at questions@SmallBusinessBigMarketing.com.

Tim: And we will look at those reviews and through a process that is incredibly involved, choose the best three. Basically it will be the ones that rate us the highest.

Luke: Correct.

Tim: Yeah. But leave a few words and tell us what you think, because it does help us with the show. So thank you, Iggy, for those...that kind gift. That's it, listeners. Except do book us for talks. We've been getting a few requests lately on...

Luke: We have been.

Tim: Yeah, yeah, good for the old ego.

Luke: Indeed. So if you've got a conference coming up in Vegas.

Tim: Yeah. Well Vegas, you know, like Venice, Vienna.

Luke: Yeah.

Tim: Just not Victoria because that's we're where from. But, yeah, feel free to send us conference or speaking requests to, I guess again, questions@SmallBusinessBigMarketing.com. And I reckon that's it, that's enough really.

Luke: That's it for this session and we'll look forward to seeing you in the next episode.

Tim: Yep, thanks, listeners, and we'll see you next episode. See you, Lukey.

Luke: See you, Timmy.

<http://smallbusinessbigmarketing.com/get-connect-build-business/>