

One Australia's Most Famous Olympians Turns Small Business Owner

Tim: And welcome back to Small Business Big Marketing episode number six. G'day, Luke.

Luke: How are you, Tim?

Tim: Couldn't be finer. And episode six, where did that go? That means we've done five already.

Luke: Correct. And it's a big episode this one.

Tim: It is a very very big episode. We have and I've been asking people around the place as to who they think this famous Olympian might be and quite a number of people guessed it. What about you, anyone sort of nail it?

Luke: No.

Tim: No?

Luke: There's so many that Australia...

Tim: There are.

Luke: ...has produced really, isn't there?

Tim: There are. But we have got one of Australia's most famous celebrated Olympians on our show today tonight.

Luke: And it's not Thorpey.

Tim: It's not Thorpey. It is the one and only Michael Klim.

Luke: Michael Klim.

Tim: And he shared some great stuff. Mike has gone from being an Olympian of three Olympic Games. He's going to share with us his credentials upfront. But he's been in three Olympic Games, got a fair bit of, what do you call it, medal ware?

Luke: Certainly has. He certainly has.

Tim: Metalware or a good bit of gold on the shelf.



Luke: He's got a nice amount of silver and gold.

Tim: Yeah, yeah. And she shares with us the story behind a business that he started called Milk, which happens to be Klim spelt backwards.

Luke: How convenient.

Tim: How very very convenient. And Milk is a range of male skincare products. And so I reckon we get straight into hearing what Klimmy...Klimmy has to say about how he started Milk, the fact that he actually shares a story how he went from being an Olympian to a courier.

Luke: Yeah.

Tim: Which is kind of interesting. Is that a fall from grace?

Luke: I think it might be.

Tim: And he also talks about how Shrek played a part in him developing this wonderful range of male skincare so...

Luke: He's also got some exciting stuff to say about viral marketing too.

Tim: He has.

Luke: Yeah. So stay tuned for that. It'll probably come out towards the end.

Tim: Yeah.

Luke: We actually had to turn the microphone back on Klimmy because he started sharing some stuff with us...

Tim: Yeah, he did.

Luke: ...after we finished up. So stayed tuned for that bit.

Tim: Do you know for a bloke who spent most of his life in the pool, he's not a bad marketer.

Luke: He's pretty good. Over to Klimmy.

Tim: Mike, welcome.

Michael: Thank you.

Tim: And I want to start off by giving us your, this is relevant, trust me, so what's the Olympic credentials?

Michael: Three Olympic Games, six medals, two gold, 21 world records in my career and three Comm Games, that's about it.

Tim: Okay.

Michael: A couple of others.

Tim: There they are. So tell...

Luke: Fair record, Tim.

Tim: Fair record, yeah.

Luke: Better than mine in the pool, that's for sure.

Tim: Do you get in the pool?

Luke: No, I don't.

Tim: No, no. So based on that, you've been in the public eye for how many years?

Michael: I made my first national team when I was 17.

Tim: Okay.

Michael: So I guess, so I'm 31 now, I retired a couple of years ago, so I was in the public eye maybe 12, 13 years.

Tim: So 14 years in the public eye, the Michael Klim brand is pretty strong. You get good exposure, you get media, you know, you get a constant flow of media, from what I observe.

Michael: Yep.

Tim: What I'm interested in is why no Klimmy on this bottle of Milk Skincare? Where is it or where's the signature or...wouldn't be suggesting a photo.

Michael: Yep.

Tim: But I'd be interested in what your spin on that is?

Michael: Look, we made a conscious decision not to over brand the Michael Klim sort of...I wouldn't say logo, but the signature on the actual packaging itself. It's very strong at point of sale and it's very strong at wherever we sort of in terms of like in store and obviously in our advertising, but I like for the product to speak for itself. I don't really want just the name to sell the product. So hopefully my name entices them initially to go and check it out. But I think once they pick it up and they realise it's mine already that's sort of...I'm trying to sort of make that connection early and then leave the product to speak for itself.

Luke: Perhaps for our listeners, perhaps Mike can actually explain what the product is.

Michael: Yeah.

Luke: And so our listeners will know what we're talking about, Tim.

Tim: Backtracking. Well we could have done that in the intro and you're absolutely right, Luke, I mean, you've caught me out again.

Luke: So, Mike, perhaps the elevator pitch, tell us about the...tell us about Milk.

Michael: Okay.

Tim: Luke...sorry, Mike, Luke, are you a bit nervous?

Luke: Oh, you know, I'm just...

Tim: Yeah.

Michael: I'm nervous.

Luke: ...a bit star struck.

Michael: I'll give you a bit of background, I mean Milk, we launched milk.com...milkskincare.com about, it would be close...close to a year now, yeah, where we launched exclusively in Myer, in every Myer store. The brand, I guess the concept which initially was called the Shrek concept.

Tim: We can talk about that later.

Michael: That's right, we can talk about that concept. But it was probably in the making for about three years. And being exposed to chlorinated pools, to UV, you know, rays and being just I guess in Australia's elements and it's not, I think most of us are exposed to the same elements on a daily basis. So I think being in the swimming fraternity, being I guess a bit more forthcoming to looking after your skin, you just have no other choice. I, being the modern man that I am, I identified that, you know, guys in Australia actually do care about their appearance, they do want to look good. It's becoming a lot more competitive and the working environment has become a lot more competitive in the social environment about trying to pick up chicks and whatever have you. But it's sort of, you know, we did our research, we had an online sort of questionnaire where the feedback that we got was quite astounding that the majority, or two-thirds of the guys that we interviewed actually had some sort of a skincare regime which, you know, which is from tradies to lawyers to, you know, to teenagers. So it's really quite encouraging. Guys generally didn't want to have too many sort of skincare sort of steps, they wanted to keep it pretty simple. But so that's where the brand was born from. We wanted to...

Tim: So I'm going to stop you there.

Michael: Yep.

Tim: Because going back to this notion of the Klimmy brand is really strong and whilst just putting...I'm not suggesting put a photo on packaging, maybe some identification on the packaging because you have every reason to create a skincare range. Because you've lived in chlorine and the sun all your life, so for me if Michael Klim brings out a skincare range, there's an absolute straight line connection and it's not just him endorsing a product...

Michael: Yeah.

Tim: ...and getting a licence fee.

Michael: Exactly.

Tim: So that's where I was really interested in going, yeah, okay, I'll look at your website, there you are. I know your point of sale has got some really interesting images on it, but then I...

Michael: Didn't Kieren Perkins put his name on his milk?

Tim: Oh, yeah, but what's that about? Well I suppose milk is healthy, you know.

Luke: Yeah.

Tim: Thorpey has got water. Thorpey puts his name on everything, doesn't he, hey?

Michael: He used to. Tuna.

Tim: What are some of the things he put his name on that are...I mean, and they're not...haven't always been relevant, have they?

Michael: But I guess it doesn't always have to be relevant. I guess the values of what the person portrays I guess can in some way relate to that product. It doesn't have to be a direct connection.

Tim: Yeah.

Michael: Luckily with my skincare it's almost, you know, it's just in...it's a great correlation so...

Tim: Totally.

Michael: Yeah.

Tim: Totally.

Luke: Okay, we're just going to pause Michael there for a tic.

Tim: We are, Lukey, we are. He has got some good stuff to say, hasn't he?

Luke: He's got some great stuff to say. And I quite appreciated the way he stood up to you, Tim, there with your question about his name on the bottle.

Tim: Yeah, well I won't hammer the point, I'll let it be. You know how I feel.

Luke: Yes.

Tim: And I also highly respect how he feels and at the end of the day he's developed a great product so we're not about to whack it too hard over the head, are we? But I'd also like to say...well not but, but he is so...he's so considered in the way he's gone about developing this product, you know?

Luke: Yeah, I think when you...when you're developing a product for the first time it's always a...you always wonder what the path, best path is to market and it's always...obviously always a difficult thing...

Tim: Yep.

Luke: ...when it's your first time.

Tim: But, you know, I watched him in the early days of developing Milk, of which I had a bit of input into the brand development of it, and the way he looked into the needs of his target market and understood the problems they were experiencing and trying to then come up with solutions for them, I mean, he just...he really nailed it. And I'll be the first to put my hand up and say I have started businesses where I haven't probably properly considered the need or whether there was a need out there, whether there was a problem that needed solving and just gone, oh, you know, that sounds like a great idea and I'll jump on in.

Luke: Yep.

Tim: Of course you haven't, Luke, because you are the most considered person I have ever met.

Luke: Well being an online marketer, Tim, it sort of tends to teach you to do your research. And there's a lot of tools out there you can use online that will allow you to do your research...

Tim: Oh, yeah.

Luke: ...and find if there's a need so.

Tim: Yeah, well you've got all the...see you geek out, don't you?

Luke: I do.

Tim: You geek out on the fact that there's all this stuff out there that can just check and double check whereas I am more inclined to fly by the seat of my pants.

Luke: Oh, you know, sometimes you've got to trust your gut as well.

Tim: Correct, correct. There's a midway point, isn't there.

Luke: Correct.

Tim: But Klimmy has clearly...he clearly did research and he clearly...I loved what he said about how there is this notion of like, you know, just understanding your values and understanding what it is that you bring to the party in order to make that product really like...really special. And I think he's done that with Milk. So back to Klimmy.

Luke: Back to Klimmy.

Tim: What is the biggest marketing challenge that you face? Because I remember in the early days when you launched this, I mean, you were dealing with distribution, you were battling packaging in China, you

were even trying to find someone who could kind of guide the marketing for you. So what has been the biggest one? Because at the end of the day you're a swimmer.

Michael: Yeah.

Tim: You're a bloke who's spent his life in the pool. You're not a...you're not a qualified marketing person...

Michael: No.

Tim: ...which is great.

Michael: Look, I'm not qualified in any area really. I'm sort of trying to, you know, flying by the seat of my pants still. There are some days where I feel like I'm over my head but there are other days where we do...definitely the biggest marketing challenge is sort of getting convinced of the, you know, or the big banners or the big sort of organisations that this is actually a really good product.

Tim: Yeah.

Michael: So it's that I've actually been involved since day one. We've done the research, it's, you know, it's proven and where we're positioning it is actually...it's not just...it's actually...it's positioned in the right point and within the marketplace, it's sort of trying to bridge the gap between the designer brands and the entry level products and just sort of the fact that I've been able to produce something that is actually, you know, validated I guess so.

Tim: Yep.

Luke: How did you come up with the product concept to start with, was it...

Tim: The recipe.

Luke: Was it, I mean apart from, you know...did you actually sit down and go, okay, I want to come up with a product because I'm, you know, I'm jumping out of the pool, I want to move onto something else, I want to come up with a product? Or did you go, you know, hey, you know, I think skincare for blokes would be really good...

Tim: It's a long question, Luke. Luke, long question. What's your question?

Michael: Does he always...he always heckles, doesn't he, he's a heckler.

Luke: Yeah.

Tim: Lukey, no, no, no, I've got to say something. That is gold. That is...if there are awards for, I don't know, is there podcast awards or something that we can enter just that last 30 seconds in?

Luke: I could have been a politician, let's be honest.

Tim: I don't think you could even get away with that. What was your question?

Luke: What I was trying to find out from Michael was whether he was wanting to come up with a business idea that was going to see him through his future or whether he actually just sort of thought about, oh, you know, hey, skincare for blokes would be good.

Tim: That was still a very long question. We'll see if he's got an answer for it that's a bit shorter.

Luke: All right, let's go back.

Michael: It was definitely...it was more the outcome. I knew what I wanted the product to achieve and I knew the, let's say the viscosity of it, the fragrance of it, the packaging. So I worked backwards. Instead of working from ingredients and saying I want to use these ingredients because I know they're proven, I almost worked the other way around. Because I didn't have that knowledge of the, you know, I wasn't a biochemist...

Tim: Yep.

Michael: ...or a chemist so I worked, you know, back with our manufacturers I sort of said I want it to be this colour, I want it to, you know, have this natural fragrance, I want it to fit in this type of packaging and, you know, and at the end of the day we, you know, we were able to produce something really good.

Tim: Mike, you would have a modest marketing budget. So how do you get it out there? How do you get the name? Obviously having distribution is a great thing because you're going to be on the shelf but how do you actually get it out there and?

Michael: Look, I was very fortunate to have Myer come onboard as my first...

Tim: Yeah.

Michael: ...distributor.

Tim: Myer for our overseas listeners is like...

Michael: It's...I guess it's probably the biggest...

Tim: Macy's.

Sammy: Harrods.

Tim: Harrods.

Michael: Yep.

Tim: Thanks, Sammy.

Michael: So we launched in 68 stores and they won.

Tim: Wow.

Michael: So that was a great...

Tim: Yeah.

Michael: ...you know, help. So we had their backing and it was very much PR driven. So we had the story, we had to communicate that to the consumer, to the market so...and luckily, you know, that sort of...that took a few months to run its course. And it's still, you know, we're still running on a lot of editorials, a lot of product placement. And while the distribution is fairly small, we're still just continuing that. So it's really within store. So within Myer we do a lot of sort of banners and just, you know, directing traffic towards where the Milk is and, you know, trying to influence consumers within Myer but it's...and just online basically. So that's...that was a constraint, I guess, the budget.

But now we've increased that distribution to pharmacy within Pulse and National Pharmacy, in GNC, which is sort of a health food sort of type of distribution. And export, it sort of...it makes things a lot easier to be a bit more strategic and, you know, we're doing a little bit of outdoor at the moment, again strategically placed. Doing a bit of viral, a little bit of press...

Tim: For those listeners, go to milkskincare.com and see these images. Are you using these images in the outdoor?

Michael: Yes.

Tim: Because they're brilliant. They are so strikingly brilliant that you could not not look at them. There's the one with the dried skin. What are the other ones? You've got...

Michael: There's a dirty skin.

Tim: Dirty skin.

Michael: And pore skin, as in pores.

Tim: Yeah, yeah, yeah. They're beautiful.

Michael: We haven't revealed the pore skin one.

Tim: Yeah.

Michael: Only the dirty skin.

Tim: Yeah. What you've done really well, and I know the guy who's done it for you, but your branding consistency across point of sale, packaging, website, trade stuff, you've brought in a box that you've presented to trade, it's brilliantly consistent. And we say to all our clients and I know we rattle on probably each episode or two about it, is that a consistency in your marketing and every touch point being the same is so important for the little guys.

Michael: Yep.

Tim: Because it builds a...it builds the brand, you know.

Michael: Definitely. And, look, we...again obviously to our sort of agents and things we obviously have to be...give them a lot more detail, but in terms of our consumers and let's say online, I agree it has to be simple. And that's what Milk is really. It's sort of a...when you hear the word milk, it's, you know, it's pure, it's white, it's simple. We don't want to confuse the message. Even though the ingredients are quite complex...

Tim: Yeah.

Michael: The message, and even if you see the cracked image, you know, straight away you know the problem is dry skin.

Tim: Yep.

Michael: And the solution is going to be Milk.

Tim: And fairly lucky that Milk is Klim spelt backwards too, by the way. Like...

Michael: It just happens to fall into place again.

Tim: Oh, that was brilliant. All right, we're going to stop Klimmy there just for one minute, Luke, because this notion of simplicity, I reckon is a fundamental part of great marketing.

Luke: It certainly allows you to market and explain your product easier.

Tim: It does, it does. And, you know, I just think, yeah, I look at brands like our beloved Apple.

Luke: Yes, indeed.

Tim: Oh, there's a...

Luke: Please.

Tim: Bring a tear to a glass eye, wouldn't it?

Luke: Indeed.

Tim: When we talk about that. But they are so beautifully simple in the way they present their information to market. I would use another example of Ralph Lauren.

Luke: Yep.

Tim: And, you know, sometimes I get accused when I quote, you know, case studies of big brands doing great things in marketing, people go, oh yeah, but they've got lots of money.

Luke: Yeah. I mean, it's as simple as looking at the way Apple explained the iPod, a thousand songs in your pocket.

Tim: That's it, that's it.

Luke: Not how many gigabytes or...

Tim: Colours.

Luke: Colours or...

Tim: Size.

Luke: Correct. It was...

Tim: It was just straight to it.

Luke: Yep.

Tim: So and that doesn't cost anymore money. It just requires you to put the really hard work into identifying the really salient feature, or benefit actually, of your brand.

Luke: Yeah.

Tim: And just communicating that.

Luke: In one...

Tim: And small business...

Luke: In one sentence.

Tim: So, no, no, I was going to say...and in one sentence, yeah, I mean that's hard. But, you know, when you get it, gee, it's beautiful. And as small business owners, I see again and again people trying to market small businesses trying to say everything.

Luke: Yeah.

Tim: You know, like try...get the long list out of, you know...

Luke: And be everything, yeah.

Tim: Yeah. And I think that weakens one's marketing, not strengthens it. So simplicity is...

Luke: The key.

Tim: The king. Back to the king.

Luke: Now you're...I understand your wife's helping bring out the baby product, essentially.

Michael: Yep.

Luke: Has it been easier the second time round in terms of product development?

Michael: A hundred and ten times easier, to be honest. We've...we launched the baby range about three months ago. So a baby line that we produce out of Tasmania. The packaging is made offshore but it's an organic, certified organic, range for babies and toddlers. We've found a really niche market, I think again, and sometimes organic products and natural products have that...they almost have to appear like that, within that same type of packaging.

Tim: Yeah.

Michael: Whereas we've been...

Tim: Hessian bag.

Michael: We're very...I'm trying to be kind. But so we were able to, you know, use our packaging but, you know, obviously make it quite modern and, you know, the ingredients match the packaging. So it's been very well received. We're exporting to Sephora. For the international listeners would understand who Sephora is. And it's one of the major cosmetic retailers in the world. Sasa as well. And we've got an agent in the UK and a couple around Europe. So the baby range has been really well received, probably a little bit better than the men's range. But I'm okay about that.

Luke: Now, what did you do differently the second time round? What...was there anything...

Tim: Got his wife to do it.

Michael: Well I think obviously if...if I...I mean, my wife really encouraged me from day one to do the men's range and without her I wouldn't have got involved. But we just were able to find a better niche, I think. And obviously men's cosmetic is quite competitive. And even if you find a niche within price point and we...well actually within babies I think it's obviously...it's almost recession proof. So, you know, we found organics and baby products are, you know, on the up about 35 to 40%, you know, consistently. So we're...we're just...you asked me how we managed to do branding with Milk, with the men's range. With the baby range it's virtually word of mouth.

Tim: Yeah.

Michael: And we're finding five or six or seven new stockists just contacting us and...

Tim: Yeah, okay.

Michael: Which is completely different to...

Tim: Yep.

Michael: ...what I'd be doing with the sort of the wider distribution of the men's range.

Luke: Is that because women talk to each other more, do you think, Tim?

Tim: Luke, you know what, I think I might have said this before, but an old neighbour of mine is a professor of marketing, unlike us. What's the opposite of professor? Guesser.

Luke: Dunce.

Tim: Guesser of marketing. But he is a professor of marketing at a leading university and he told me that...because him and I sort of grunt to each other when we communicate, he said that women have 7000 words to use a day and we have 4000, men. We being men. So, yeah, definitely, word of mouth, women would talk about it. And not just in the distributors. But I imagine like, you know, mothers groups and getting some real opinion leaders and fans...

Michael: Yep.

Tim: ...within those...those ritzy mothers groups...

Michael: Yep.

Tim: ...in the good suburbs.

Michael: Yep.

Tim: Are you allowed to say that?

Male speaker: What are the good suburbs but...

Tim: Yeah, getting people talking about it.

Michael: Yeah.

Tim: I want to go back, because listeners would have heard you said before Shrek and every time I see Shrek I laugh. But Michael and I did, with an organisation down the road, a branding agency down the road, a lot of brand work. You know, like you really...I thought it was really admirable how in the early days of getting Milk up and running that you actually put the effort into getting the brand right.

Michael: Yep.

Tim: Because I can't tell you how many businesses I talk to and come across who kind of run into problems and you sort of start talking to them and they've done no work on the brand architecture. But you actually went to the effort of saying what do I Michael Klim stand for and what does my product Milk stand for and how do I show that, how does that come out in the end product.

Michael: Yeah.

Tim: And one of the questions that I ask in this branding process that I take clients through and that we took them through...took Michael through, is what public figure best represents this brand and whilst you could have easily said Michael Klim, Mike said Shrek, which was kind of interesting. You immediately go but Shrek's this big ugly creature but he's incredibly loveable, incredibly intelligent and honest and real and sincere and he had a whole lot of values that very clearly come out in Milk, you know. So that was...I just think you did a lot...yeah, you're going all red. I wish there was a video. But it does, it just shows the

power of...you know, it's like painting a room. You know, like cover the furniture first before you start painting the walls. Let's get the prep right.

Michael: Yep.

Tim: And you did that.

Michael: Yep.

Tim: And that process, was it, you know, do you...was it a valuable process? Probably a leading question really.

Michael: We look back at that sort of that brand character map that we developed years ago now and we refer to that. Because it's very easy to deviate off that. And, you know, and sometimes, you know, you get yourself into hard times and you think I might deviate and take on, you know, a distributor that might not be quite right. But, you know, but you sort of...and it sort of brings you back to, you know, in terms of what campaign you might embark on or whatever. It's always good to refer back to that sort of character map every sort of six months...

Tim: Ripper.

Michael: Yeah, so.

Tim: Good on you.

Michael: Yeah, it's been good.

Tim: Well, mate, you'd been in the top 5% who actually do that, as opposed to just making decisions. You've got to make a decision based on something. Oh, Lukey, Lukey, Lukey, Lukey, this is gold.

Luke: You've run into a little bit of luck there, Tim.

Tim: I have. What Michael was saying about the brand character process, look, he's right. And I don't want to sound like a big self promotion here but it's going to be a little bit of that. But it's like I have a process called the brand character. And it just helps companies, business owners, marketers, identify the key parts of their brand in order to make sure the whole thing is singing from the same songbook. So I'm not going to rattle on about my process. Show note type thing.

Luke: Yeah.

Tim: We'll leave a link in the show note.

Luke: Yeah, link in the show note. I've done the process before when Tim did it for my previous business.

Tim: Yep.

Luke: And it's definitely worthwhile.

Tim: The point is though when you're making decisions around all the marketing points of your business, you've got to have something to refer back to each time. And that something has got to be a constant and that's where the brand character comes into play. So whether you're making a decision around the design of your logo, the name of your business, the look of a piece of marketing collateral, a website, whatever it is, the brand character gives you that benchmark.

Luke: Yeah, I think it's also fantastic for when you have employees as well, and for new employees. When you get them onboard you give them that...

Tim: Yep.

Luke: ...and they understand exactly, well hopefully they understand exactly what it is you do and who you are and, you know, the character of the business.

Tim: Yeah, correct. So, Klimmy, thanks a million, mate, for the...for that little plug.

Luke: Good plug.

Tim: Yeah, it was a good plug. And you can come back any time. Back to Michael.

Luke: In the past it sort of seemed perhaps, correct me if I'm wrong, that you were essentially the product being marketed yourself. And now I guess you are marketing a product. Did you learn anything from your days of I guess of having a publicist or people marketing you as a brand to now having a skincare range?

Michael: Look, when I was an athlete and obviously I was the face of a few other brands or I was the product, the approach is so different. You know, I focus on what I could do really well and that was swimming. You know, my...I didn't really care about finances or sponsors or whatever, I just tried to swim as well as I could have. And that was my sort of...and as long as I swam well a lot of these other things sort of things came along and, you know, I serve the sponsors and...but, you know, there are so many areas within creating a brand that you have to control. Whereas I found where I swam I only really had to control one.

Luke: Yep.

Michael: And that was my performance. Whereas in this case there is, you know, the communication, I mean, I had, you know, I obviously had to communicate with my coach and teammates but here it's, you know, I've really learnt how to deal with people. And probably that's the biggest, been the biggest challenge, the learning how to communicate with all these different facets of business which I never had any skill in and I'm still learning and I think I'll be learning for a long time. But so, yeah, I sort of kept it really simple when I was an athlete and I'm still trying to keep it simple now but it's, you know, it's just expanded to this whole new, you know. So, yeah, sometimes I get frustrated because I want things done in a certain way or, you know...

Tim: Yeah.

Michael: ...or at a certain timeline or whatever, but they're out of your control which...whereas I used to be in the driver's seat when I was the athlete.

Tim: Last question, Mike, one thing that you would leave to our listeners, okay, they're build...most of them are small, medium, business owners building their own businesses, responsible for their own marketing and promotion, what would you tell them?

Michael: Look, I...we're going through a stage now where we, you know, I think, you know, having budgets and sticking to them, you know, as a...so many people launch brands and just, you know, double their budget or triple their budget and it's...I've found that I've been, you know, putting a lot of my savings into this and, you know, and luckily haven't had to get investors as yet but we might get to that stage in the future, who knows. But it's sort of sticking to what you know you can be capable of. Not trying to embark on something that, you know, within 12 or 24 months will break you. So we're...I've learnt the hard way and we're trying to sort of consolidate at the moment. We're, you know, pulling back on office space and staff and things like that. So outsourcing where you can but do things internally if you can do that.

Tim: Yep.

Michael: If you have the skills. So I'm, you know, whereas before I was probably a little bit more liberal in terms of how I was spending the dollars but, you know, we've got, you know, my wife and I pack boxes on the Friday and send them out. You know, we...I deliver within inner city Melbourne.

Tim: Great.

Michael: So it's, you know, like it's...every delivery it's 50 bucks so, you know, or 30 or 40 bucks, so but you've got to...

Tim: Yep.

Luke: Yeah.

Tim: Yep.

Michael: ...you know, do things as much as you can yourself.

Tim: Luke, if ever you thought whilst running a small business that there was a job below you, I don't think we'll think that anymore. Because we've just heard from a three time Olympic Game champion who is now delivering his own product.

Luke: That's what you've got to do when you're developing a business.

Tim: Yes. And I don't think we're telling our listeners anything new there. But, gee, it's good, isn't it?

Luke: It's good to hear actually, it's refreshing.

Tim: It is refreshing. And I think he...I don't know whether he goes on to tell us but, maybe it was after the microphones were turned off, but there's actually one lady who he delivers to who buys twice as much just to have it delivered by Michael Klim. So good on her.

Luke: Good on him.

Tim: Delivery boy, Michael Klim.

Michael: I dropped some off downstairs, you know.

Tim: You did, you did. Thanks for coming in.

Michael: No worries, mate, thanks for having me.

Luke: Thanks, Mike.

Tim: Sorry...tomorrow's Friday, so get some rest for delivery day.

Michael: I will. Thanks, guys.

Luke: Thanks, mate. Cheers.

Tim: Are you ready? Guys, we're back because Klimmy, after we turned the microphones off just started sharing all this...all this magic with us. So, Mike, just tell us a couple of these things. We finished with you being the delivery boy which...

Michael: Yep.

Tim: ...I'm still sort of having pictures in my head of what that's all about. But the fact that you use a crowd called who?

Michael: A company called Vibe Village actually. As we, you know, we identified obviously that...we were talking about how many orders we get online and it's predominantly females buying for their babies or their husbands, so we've obviously identified that and, you know, mums spend a lot more time in front of the computer these days than probably men will do.

Luke: Yeah.

Michael: Even though they might be in the office...

Tim: Yeah.

Michael: ...on Facebook. But if they're not, you know, we decided that we're going to try and explore that even more. So we used a company called Vibe Village where they create...we basically identified 500 mothers that would be, you know, opinion leaders in their sort of community and...

Tim: In the good suburbs.

Michael: Yeah, exactly. All around Australia. So they would hold maybe 500 mothers groups and focus groups where they, you know, they get the product, they talk about the product. We reward them, we educate them. So we reward them with sample, special offers...

Tim: What a great idea.

Michael: The blog back to us with pictures and just communicate that way. And through the word of mouth we've been able to, you know, touch about 35 to 40,000 mums.

Tim: Yeah, wow.

Luke: Fantastic. A bit of network marketing.

Tim: So, yeah, well that whole word of mouth thing, I mean, as much as you like to think it's free, sometimes what...this whole Vibe Village thing is about initially stimulating word of mouth from some opinion leaders who are key, like perfect customers for you really, and then let it trickle down into what we would call the masses.

Michael: Exactly.

Tim: Yeah, brilliant, mate. Well any other little...any other little gems you haven't shared or are you...

Michael: Tricks. Well obviously we chuck in a few of the men's products in there as well because obviously, you know...

Tim: Yeah.

Michael: You know, it's direct sort of linked as well. But, you know, I've also realised that initially we were talking, you know, Milk was going to be more of a lifestyle brand but I've really identified that it's...I have to go back to my core which was sport and active lifestyle and, you know, really tapping into the swimming fraternity at the moment we've got, you know, close to 100,000 members on the swimming database in Australia. And it's...

Tim: Wow.

Michael: I was thinking for the whole year I've never tapped into that and it's something that this year we're really going to focus on...

Tim: Mate, that is gold.

Michael: You know, these guys are obviously, you know, I mean I've been in this...

Tim: Yep.

Michael: ...in this world, I've always used these products. And I'm sure they're looking for something else and...

Tim: Yep. But that's the story, it's like, hey guys, I've just lived in the pool.

Michael: Yeah.

Tim: You know, for however many years of my life, pool, sunshine. I've now created a product that's addressing what I'm sure is a problem that they're all experiencing.

Michael: Exactly.

Tim: You know, dry skin and whatever it may be.

Michael: So, you know, so sometimes going back to your roots, you know, it's taken me a whole year to work it out but this is...sort of it's perfect for this summer...

Tim: Brilliant.

Michael: ...this will be our focus.

Tim: Great.

Luke: Fantastic. Good stuff.

Tim: Back to our roots.

Luke: That's it.

Tim: Thanks, Mike.

Luke: Thanks, Michael.

Michael: No worries.

Luke: Okay. Well that was episode six.

Tim: Klimmy.

Luke: Yes, Michael Klim. He was a fantastic interviewee.

Tim: As he swims into the distance, that was, one word, Luke, gold.

Luke: Gold.

Tim: Gold. Yep, he was fantastic. Thanks, Klimmy. And...

Luke: We've gone a little bit longer than what we usually do so we're not going to have time for listener questions.

Tim: No, no, we will, we'll just done one quick one.

Luke: Okay.

Tim: If that's all right.

Luke: Yep.

Tim: A very quick one. Daniel from Fremantle in Western Australia writes in and asks...he actually emailed in and he said, "Tim and Luke, should I always have a new marketing initiative on the go", which I mean I guess means like should I always have some kind of new idea bubbling away and the answer is yes.

Luke: Yes, definitely.

Tim: Absolutely.

Luke: Could just be...

Tim: Unequivocally.

Luke: Could just be a networking breakfast you're going to.

Tim: Enough, enough, don't start on rolling out all the, you know.

Luke: Keep doing something.

Tim: Absolutely. So thanks, guys, for listening. Don't forget to leave a customer review on iTunes, Luke.

Luke: Yes.

Tim: As of today, you know we've got about eight reviews which is kind of cool.

Luke: I think it's more than that, Tim, actually.

Tim: Is it?

Luke: Yeah.

Tim: Okay.

Luke: So go to iTunes, look up Small Business Big Marketing in the iPod...in the podcast section.

Tim: You can just look up marketing...

Luke: Yeah.

Tim: ...in iTunes and we come up. Which is kind of cool, I like that. And questions should be sent to?

Luke: Questions@SmallBusinessBigMarketing.com.

Tim: And until next time it's goodbye from him.

Luke: And it's goodbye from me.

Tim: Seeya.

Ms Evancich: You've just come that little bit closer to getting your business booming thanks to the Small Business Big Marketing show with Tim Reid and Luke Moulton. Please keep in mind that the information, opinions and ideas expressed in this show are those of the hosts and interviewees and theirs alone and they don't necessarily reflect those of their past, current or future employers.

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