

So you want to look big? Marketing insights from The Bra Queen.

Tim: Lukey, Lukey, Lukey, welcome back, mate. Episode 13, lucky 13, I reckon.

Luke: Indeed.

Tim: How are you?

Luke: I'm very well. And yourself, Tim?

Tim: Mate, I am ripping today, I'm really excited. We just listened back to this show before we did our intro.

Luke: We both found it very entertaining.

Tim: Very entertaining, very entertaining.

Luke: And we certainly hope you do too.

Tim: Yeah, yeah, there's a lot of gold with this guest. We won't reveal who it is until we go straight into the interview because we'll just keep it a bit secret, just for that little bit longer.

Luke: Yeah, and we're not actually going to drop in bits and pieces like we usually do.

Tim: Nah, didn't need to.

Luke: We're just going to let it roll. We sort of felt it came together and everything was included so...

Tim: Actually it's interesting, I thought that drop in thing, because everyone who listens...who feeds back on the podcast on our show says I love the way you drop in.

Luke: Yeah.

Tim: And I thought, you know, oh that's kind of...that's kind of part of our brand, that's what we do. But it's interesting we're not going to do that today, because we...it's not that we don't feel the need to but the interview flows really well and we're kind of happy with how that happens. However, I do get the giggles.

Luke: You do, Timbo.



Tim: And we tell you that now because (a) it's part of our brand, we kind of decided that it's just kind of well that's who we are, you know.

Luke: Yeah. We're not trying to be a snotty nosed marketing podcast.

Tim: Who's that?

Luke: Us.

Tim: Oh, well who is the snotty nosed one?

Luke: I'm saying we're not trying to be.

Tim: Well you're saying there is one.

Luke: Well there may be.

Tim: Could be.

Luke: Yeah.

Tim: Okay. But anyway the point being...

Luke: Harvard Business Review, for example.

Tim: Ooh, you can't say that. They're always number one and we're number two.

Luke: Correct.

Tim: On iTunes.

Luke: Yep.

Tim: If we beat the Harvard Business Review that is cause for a celebration.

Luke: Indeed.

Tim: That would make us intelligent.

Luke: It...possibly.

Tim: Well it would have to.

Luke: Possibly.

Tim: You say, well, you know, we beat...yeah.

Luke: Yeah.

Tim: Anyway we'll worry about that when we come to it.

Luke: Yes.

Tim: But the point being, yes, I get the giggles and you're about to find out why I get the giggles. And we could have edited that out but we felt that's part of our brand. And it's...we just kind of, you know, we're not going to be someone we're not.

Luke: Yes, that's right. And here we are.

Tim: Yeah. Yeah, so there you go.

Luke: Yeah.

Tim: So, guys, we're going to have a...we've got a great interview, we're going to launch into it shortly. As we mentioned in our episode, our last episode.

Luke: Episode 12, yep.

Tim: Episode 12. Spotlight, we've got a spotlight product which we launched and has been received warmly, I would say, Luke...

Luke: Yeah, it has, yeah.

Tim: Very warmly.

Luke: Early days.

Tim: Early days. And we've done a couple of Spotlights.

Luke: Yep.

Tim: So you know what spotlight is, listeners, it is us doing a show dedicated to your business.

Luke: Yes, tailor made.

Tim: Tailor made. And what they have to do, Luke, is if they...if our listeners would like a bit of our Spotlight product.

Luke: Yes, five bits of marketing.

Tim: Yep.

Luke: And five questions.

Tim: That's it. So email us five bits of marketing, probably your website is one of them and four other bits plus five questions you have around your marketing and your communications and we will produce...

Luke: A 20 minute show dedicated to you.

Tim: Cool. I like that.

Luke: It is.

Tim: You don't have to show anyone. We're not going to put it on iTunes. You're the only one who's going to get it and you can share it with the world if you so choose. So go to our website, SmallBusinessBigMarketing.com and you can find the link to purchasing Spotlight...

Luke: Yes.

Tim: ...for the low low price, Luke, of not \$4000.

Luke: Not.

Tim: Not three.

Luke: No.

Tim: Two?

Luke: No, not even two.

Tim: Oh, how much is it?

Luke: Four ninety-seven Aussie.

Tim: Too too cheap.

Luke: Get in quick because the Aussie dollar is going up.

Tim: It is, isn't it?

Luke: It is.

Tim: So 497 Aussie dollars and you get your own show. Check out our website for that, listeners. I reckon it's time to get into our first guest.

Luke: Let's get stuck into it.

Tim: Australia's number one bra critic and lingerie business coach, personal lingerie consultant and author, you ready for this, of Love Your Life.

Renee: Mmm.

Tim: What do you reckon about that, where do you start?

Luke: Geez.

Tim: Start with the bras.

Luke: Yep.

Tim: Definitely start with the bras. So like, Bra Queen, interesting name.

Renee: Yeah, it is.

Tim: Where'd that come from? Clearly it's what you do but like did you toy with the name?

Renee: I did, I did. I was...I started social media under my business name and I felt like a bit of a fraud and I was playing it safe so I just thought I want a title, I need a title where I can just be me and have the freedom of speech to just, you know, say what I want when I want and so...

Tim: So do you mean like...when you say you felt like a fraud operating under Renee...

Renee: No, I was operating under my business name, so...and it was just...I was playing it safe because I was thinking about my business partner and my business in general. So I, you know, had to be careful with what I had to say. So I enjoyed the whole process but, yeah, so I just felt like I could, you know, offer more.

Luke: It's an interesting point actually about when you're using social media, I think if you're in an organisation where you're trying to be pumping out social content for a business.

Renee: Yes, yeah.

Luke: I think you can become quite restricted.

Renee: Yeah, definitely, definitely.

Luke: Whereas if...

Renee: Exactly.

Luke: Whereas if you setup your own personal profile...

Renee: Yep.

Luke: But say I work for so and so.

Renee: Yes.

Luke: Or I am the whatever at so and so.

Renee: Yep, yep.

Luke: I think you have a bit more freedom.

Renee: Exactly. I liken it to, you know, when you call up a business and, you know, do you like speaking to an answering machine, of course not, you know, you'd much prefer to speak to a person and I, you know, refer to social media as the exact same thing.

Tim: So you're Australia's number one bra critic, which I love. Because I can't imagine there being too many bra critics anyway.

Renee: No, there's not, there's not.

Tim: So just positioning yourself as number one I think is great.

Renee: Well, you know, hey, that's right.

Tim: As long as no one asks. Anyway, who is number two?

Renee: Well don't know.

Tim: Yeah, yeah, not going to mention them either.

Renee: No.

Luke: Well apparently no one remembers number two.

Renee: No, well...

Luke: I've been reading the 22 immutable laws of marketing, Tim.

Tim: Yeah, yeah.

Renee: There you go.

Luke: And no one remembers number two.

Tim: About time.

Renee: No.

Tim: Hey, so tell us what, what does a bra queen do? Because, you know, a couple of blokes here, you know, we'll get the giggles and, you know, Luke said, you know, can we crack some really funny jokes. And I said, no, no, no, no. I'll ask you for some tips later but...

Renee: Well there you go.

Tim: Just tips.

Renee: I'm waiting for a man boobs joke or something.

Tim: Yeah, yeah, that's right.

Renee: Yeah.

Luke: Well.

Tim: Well there's four here.

Renee: Brace yourself.

Luke: You've seen Tim's, haven't you?

Tim: I might get offended before the show's over.

Renee: Okay.

Luke: Fortunately he's not wearing his slimming costume today.

Tim: Luke, I'll do the jokes.

Luke: Sorry.

Tim: What's a bra queen do?

Renee: I review products. So I get a lot of companies that send me bras or I can go out and I can, you know, get my models together and we can go and try on bras and...there's so many...

Tim: Luke.

Renee: Are you getting visuals?

Tim: Oh, look, honestly, Sammy our producer is laughing, Luke is trying to hold a straight face. Just let's rewind there...

Renee: That's right.

Tim: So you get your models together.

Renee: There's no pillow fights, okay.

Tim: Okay.

Luke: (7:22).

Tim: Now, this is a serious marketing show, Luke, and I want you to remain that way, okay.

Luke: Is there air con on, Sam?

Tim: Getting a bit nippy? Sorry, I could not help that. We may have to cut that. But...so you get your models together...

Renee: Yes.

Luke: Stop it, come on.

Renee: I see girls' breasts all day long.

Tim: Stop it. Just, no, I'm actually trying to be serious.

Luke: Do you think iTunes is going to let this one go through?

Tim: Okay. You get your models together and you what; you try on bras all day?

Renee: Yes. Yes, we do. Because every woman has a different shape.

Tim: Yep.

Renee: They sit differently, they're different sizes so...and there's so many bras out there.

Tim: Yep.

Renee: And so there's just literally billions of dollars sitting on the shelves.

Tim: Right.

Renee: And to be honest, 99% of them I wouldn't recommend. So which is why I started to review them and to put it online and to get it out there because it's just...I think it's crazy.

Tim: So is that...I'm sorry, Luke, I've regained consciousness.

Luke: Oh, good.

Tim: And I'll just finish my question.

Luke: Just thought I might need to cover for you again.

Tim: Is that a paid part of your business to critique bras or is that...

Renee: No.

Tim: No.

Renee: No.

Tim: Okay.

Renee: No.

Tim: So you need to do that...

Renee: Yes.

Tim: ...in order to offer a service, which is?

Renee: Which is consulting. So then I get a lot of emails and a lot of people that maybe live in the country that want to order online or they want to know what to buy with...you know, and play it safe and, you know, to buy that, you know, to buy that product and without fear of it, you know, being ill fitted. And then also from there, or if they're in Melbourne I can then take them...go out shopping with them so...

Tim: Let's go bra shopping.

Renee: Yeah, yeah.

Luke: So, Renee, how did you find that there was a need for this service?

Tim: I could have told her that. Sorry.

Renee: Because...it's a well known fact that eight out of ten women wear the wrong size bra. So it stems from that but everyone bangs on about the fit and the fit of a bra, but it's not the fit, it's all about the shape so...which is, you know, it's just the hugest misconception ever.

Luke: So you consult essentially to, what, to lingerie stores?

Renee: Yep.

Luke: So how do they go about finding you and your services, how do they come to the decision that they need a lingerie/business consultant?

Renee: Well especially now like because a lot of the department stores and a lot of the small businesses are stocking the exact same stock. So...and, you know, for small businesses we can't compete with that. So they need to find their niche, they need to be able to find collections and offer the public something new and what women do actually want so...and I also conducted the 2009 bra survey and literally 100% of the women who took the survey, and it was in the thousands of people that actually took the survey, not one woman were actually happy with the lingerie collections that they offered so.

Tim: That is brilliant. Tell me about conducting the survey because that is just...okay, so you've called yourself the number one consultant in Australia, love that.

Renee: Yep.

Tim: You've now gone out and conducted an objective survey?

Renee: Yeah, yep, yep.

Tim: Clearly run by your business.

Renee: Yes, yep, yep.

Tim: Okay. Using...how did you do it, how did you physically do the survey?

Renee: I did it through an online called Survey Monkey.

Tim: Yes, good old Survey Monkey.

Renee: Yeah, I know.

Tim: Show note that one, Lukey.

Luke: Yep, indeed.

Tim: And so you created, just for our...

Renee: God love them.

Tim: God love Survey Monkey. So for our listeners who don't know Survey Monkey, go online, 25 bucks a month I think it is, US, create...in fact you can do it for free.

Renee: You can do it for free.

Tim: But you don't get as much...

Luke: You did it for free, did you?

Renee: Yep.

Tim: ...functionality.

Renee: Yep.

Tim: Create an online survey.

Renee: Yep.

Tim: Branded and get a link at the end.

Renee: Yep.

Tim: And send it to all and sundry...

Renee: Yep.

Tim: ...to then answer.

Renee: Exactly.

Tim: Where did you get your list from?

Renee: So I had...

Tim: Because to get 1000 like responses or whatever you...

Renee: It was all through social media.

Luke: Wow.

Renee: All through social media.

Tim: Oh, this is clever.

Renee: Yep.

Tim: Can we have a round of applause for a moment, Sam? Is there a...our producer is lining up a round of applause. We may come back to that. The audience is a bit slow.

Renee: It may be a bit belated.

Tim: Yeah, yeah, yeah. But...

Renee: I'll talk slowly.

Luke: So what sort of questions did you ask in your survey?

Renee: I asked if they were happy with the service, if they were happy with the service in department stores. Because a lot of it, I wanted to...to get a feel for how...who was shopping...

Tim: I'll just interrupt.

Renee: Yep.

Tim: Have you got a...

(Applause.)

Yeah, great questionnaire, Renee, great survey, wonderful research. Okay, audience, thank you. Sorry, Luke.

Luke: So, Renee...

Tim: What...

Luke: The questions.

Renee: Yep. So I wanted to know, one, where were they actually purchasing their lingerie from, were they happy with the collections that were available, if they had a choice, what would they actually like to see in the stores, would they like to be professionally fitted every single time and what kind of bras were they after, you know, generally are they after pretty bras, after they after sexy bras, are they after t-shirt bras, are they after sports bras, so what were they actually looking for.

Luke: Wow, that's pretty cool. And so the results across the board were that in general they weren't satisfied?

Renee: Yep, yep, yes.

Luke: So what have you been able to do with that information now?

Renee: Well with that...

Tim: Luke, do you like t-shirt or pretty bras?

Luke: Sports bras actually.

Tim: Rubbish. That is not true. I know that's not true.

Luke: Oh, I thought you were talking about for me.

Tim: No, no, clearly not. Sorry, enough silliness. I just think that's brilliant. And you got thousands of responses.

Renee: I did, I did.

Tim: When you say you put that...

Renee: It got featured in The Age as well.

Tim: Yeah, there you go. So The Age is a...

Renee: That was after the fact.

Tim: ...is a newspaper for Melbourne listeners. Yep.

Renee: Yep.

Tim: Okay. So after the fact.

Renee: Yep.

Tim: You put it out on Twitter, where else did you put it on?

Renee: Twitter, Facebook and then to my database as well.

Tim: Good on you, I just think that's...

Renee: Yeah.

Luke: Fantastic.

Tim: ...a very clever idea.

Renee: Yeah.

Tim: So then you got the results...

Renee: It's amazing.

Tim: You know at the end of Survey Monkey how it then directs you somewhere if you so choose, where did you direct people after they completed the survey?

Renee: It was then back to my site.

Tim: Oh, you're clever.

Renee: Yeah.

Tim: That's great.

Renee: Yeah.

Tim: Okay.

(Applause.)

There it is, back to the site. And while we're on the site, thanks audience, love that audience. Gee they're...there's one guy in particular...

Luke: Postproduction won't have to work as hard.

Tim: No, no, they won't, will they, they're all just sort of like put it to air. So, Renee, braqueen.blogspot.com.

Renee: Yep, yes.

Tim: Is your...well, yeah, it is your site.

Renee: Yeah.

Tim: Why have you opted for a blog and not a website?

Renee: Well I am.

Tim: In particular.

Renee: I am.

Tim: You are?

Renee: Yeah, yep, yes, it's getting made at the moment so.

Tim: So it was really just an initial kind of want to get something online.

Renee: Yep.

Tim: Blog...

Renee: That's how I started to do it.

Tim: What is it blogger, you're using blogger or...

Renee: Yeah, blogger, yeah, yep.

Tim: So free, great.

Renee: Yep. Yep, so it was free. Because I started to do it as...for my business and so and then from there and then...but I had no idea about blogging, I had absolutely no clue whatsoever so I was just feeling my way and then it just all evolved so...and then now, you know, like as I've sold my business and now my business is Bra Queen so I'm just, yeah, developing my website.

Tim: What was your business previously?

Renee: Alluring Lingerie.

Tim: So it was a lingerie business?

Renee: A lingerie store.

Tim: A lingerie store...

Renee: Yep.

Tim: Retail, bricks and mortar?

Renee: Online store.

Tim: Online, okay.

Renee: Yep.

Tim: Okay. Tell me, how often do you blog?

Renee: Every day.

Tim: Do you really?

Renee: Yeah.

Luke: Wow. Really?

Renee: I'm dedicated.

Tim: Where do you get your inspiration?

Renee: I have a lot to say.

Tim: Yeah, yeah, yeah. Luke wants to do a guest blogging spot as well. Luke's got a lot to say, he just won't say it. Tell me, where do you get your inspiration, every day...we actually just did our last show...

Renee: Yeah.

Tim: ...was about with a blogger, with a blogger type guy.

Renee: Yep.

Tim: And we shared our top nine sort of blogging inspirations. But where do you get your inspiration from?

Renee: I just...I blog about anything that I feel passionate about. And I'm just lucky enough to be passionate about an abundance of things. So I like mainly I talk about my bras. At the moment I'm halfway through a Love Your Life challenge so...and that's, you know, and that's going to run for a month. So that's, you know, my blogs every day for the next month. But usually, you know, everywhere I go I carry my pen and paper and I just jot down notes and I get an idea and then that idea just, you know, evolves into a story.

Tim: And do you blog...do you schedule blogs or you literally write and post or do you have a whole lot of blogs...

Renee: Both.

Tim: ...ready to go out?

Renee: Both.

Tim: Yeah, okay.

Renee: Both, yeah, yeah, I do a bit of both. So I structure it generally for the week but as things happen, as news happen then, you know, like it needs to be...

Tim: Yep.

Renee: ...you know, pretty quick so then I just alter it where need be or if I get like a blog or a post that's had heaps of feedback then I then elaborate, do more research and then see how I can then expand on that post as well.

Tim: Yep.

Luke: So what, if you don't mind me asking, Renee, what sort of traffic do you get to your blog?

Renee: Now I'm getting about 400 a day.

Luke: Wow, that's great.

Renee: Yeah, yeah.

Luke: Fantastic.

Renee: Yeah, yep.

Tim: You've got...you're going...you're quite verbose, aren't you?

Renee: Yeah.

Tim: Like your blogs are not short.

Renee: No. Oh, some are. It depends.

Tim: Yeah, okay.

Renee: So, yeah.

Tim: So no hard and fast rules for...

Renee: No.

Tim: ...the Bra Queen's...

Renee: No.

Tim: ...approach to blogging?

Renee: No.

Tim: Why no advertising? Just looking at it now, you're not running any ads. There'd be a revenue stream there I would have thought from...

Renee: Yeah, I, look, I...if...I'm open to that, however, I will only do it if I know and love the product and I don't just want to advertise for anyone.

Tim: Yep, okay.

Renee: So, yeah.

Tim: So if there is a potential sponsor...

Renee: Yes.

Tim: ...of the Bra Queen listening.

Renee: Yep.

Luke: Is there anyone off the top of your head that you would advertise on your site, whether it be designer, another online retail store?

Renee: Yeah, it would be, you know, like an online store if I like their products.

Luke: Yep.

Renee: If I know and like their products essentially so, yeah, yeah.

Tim: You know exactly what you stand for in your business, don't you?

Renee: I do, I do.

Tim: You have a very very clear...it's palpable. Palpable? Palpable? Tell me, Love Your Life, I've seen you Tweet about Love Your Life.

Renee: Yeah.

Tim: So you've gone, you've done your research.

Renee: Yep.

Tim: You've, you know, what's...you've got a new promotion, tell us about that?

Renee: I'm...we're in our second week now. I conducted another survey.

Tim: Yep.

Renee: And...

Tim: Why not, the first one...

Renee: I know.

Tim: The first one was good.

Renee: I know, the first one was a cracker so, hey, I thought I'd go back for more. Discovered that three out of five women were unhappy with their lives, or not unhappy, they just felt like they were floating with, floating through it or they're just on autopilot and just, you know, going through the motions. And I just thought, that's crazy and, you know, something has got to give and we just need to stop and have a laugh. I'm from the country, I'm a country girl. I like to chill out, relax and just, you know, enjoy, you know, my network, my friends and family around me

and so many people just don't get that opportunity to do that and especially in the city as well. Because, you know, everyone lives in their own world and in the country you've got one world and you're just kind of intertwined, and I like that. But in the city it's like, you know, when are you free to meet up for a coffee and let's do it in two weeks at three o'clock, you know.

Tim: Yeah, yeah, serious stuff.

Luke: So true.

Tim: Yeah.

Renee: It's, yeah, you know, you don't just knock on someone's door, like you would never do that in the city.

Luke: Yeah, yep.

Renee: So that's how it started. I started posting and then I actually thought, no, hang on, I need to do this properly. So I actually got...I put a call out there to try and get prizes to try and get, because I wanted people to, one, subscribe to my site, but just share their stories and make their progress online as well. And so I got over \$3000 worth of prizes to give away for the challenge. I've got guest posts talking about...some are talking about...they're experts in their field, life coaches, image consultants, others are talking and sharing their stories. So, you know, they've gone through some pretty major stuff in their lives and they're sharing actually, you know, how they overcome them.

Tim: So what a great...so it's a challenge.

Renee: Yep.

Tim: It's not a competition.

Renee: No.

Tim: No winners.

Renee: No.

Tim: It's just like everyone...

Renee: Yep.

Tim: ...join forces...

Renee: Yep.

Tim: ...and let's make for a better life.

Renee: Yep.

Tim: Yeah, brilliant.

Renee: Yep.

Tim: Well reflecting so well on your brand.

Renee: Yep.

Tim: You know, you're very very clear on your brand. When I met you...we met at a Tweeter, didn't we?

Renee: Yes, we did, yeah.

Tim: At a Tweet (19:58), Luke.

Renee: Yes, yes.

Tim: Luke, a little social soiree. And Lorrae was...Lorrae. Renee. Renee was looking a treat. And, you know what, what caught my ear when talking about your business was the fact that when...earlier before...you said like, oh yeah, you're an image consultant or a bra critic, but you actually said something that caught my attention, first of all, which was you're interested in people...in women feeling good...

Renee: Yeah, yep.

Tim: ...about themselves.

Renee: Yep.

Tim: ...when they wake up in the morning.

Renee: Yep.

Tim: And I think that's a really interesting approach to take for your business. So is that a mindset that you take...

Renee: Yep.

Tim: ...every day?

Renee: Yeah. Yeah, it is, it is. And for a long time. So I was actually...I just got asked to be a contributor author in a book and I actually just wrote my chapter and when I was writing it down...and actually, true story, a couple of months ago I was just going through my stuff and I came across an old goal that I'd written out, it was probably about nine years ago, and it was

what I wanted in a job, because I've done an abundance of different jobs, and it was to help people, to motivate people and encourage people and to give them knowledge. And then I was reading back and looking back and I'm like every single job, indirectly, without me even knowing it, has always done those things in different shapes or different forms so, yeah, so it is. I love that, like it's satisfying, yeah.

Tim: Brilliant.

Luke: Fantastic.

Renee: Yep.

Tim: Lukey.

Luke: Tim.

Tim: Do you have any other questions for Renee?

Luke: I don't think I do.

Tim: I do. So with your website...

Renee: Yeah.

Tim: ...you're going from a blog to a website.

Renee: Mmm.

Tim: What's the big idea in the website? Because clearly I don't imagine you're the type of business owner that's just going to, you know, put a contact us and about us and here's our products type website up, are you?

Renee: No, no. That's...and it's been a long time kind of in the making so...because I wanted...I wanted to get it right, especially with my logo which has taken forever, but which is another story. But I wanted to find out what exactly I wanted to put on my site. So...because I do so much so...and how to do it, you know, because I talk about, like I have Love Your Life as well and I talk about so many other things so, you know, do I keep it under that Bra Queen umbrella, do I then branch off and do other things, so it's...so it's just been tailoring it to suit me so...because it's not like I've got another, you know, model business that I can copy off because there's no one else out there that actually does it so.

Tim: Yeah. Tell me, how did you, you said you had logo problems.

Renee: Mmm.

Tim: What was the problem? Because I mean this is an issue that many small business owners go through.

Renee: Because I think Bra Queen has been established and been established for, you know, nine, ten months now, I had it in my head, you know, what I actually wanted and I just was finding it difficult to get what I wanted.

Tim: Yeah, right. Found the designer okay?

Renee: I did, yes, but now I've gone with one of my old favs.

Tim: Good on you. Oh, well you've got to go through the journey to know that you might have been at the right place in the beginning.

Renee: Well, yeah, exactly, exactly. So at least, you know, I wanted...I said...as I said to, you know, my designer, I said, you know, I want to make sure that I'm happy and I'm confident with the direction that I go down.

Tim: Yep.

Renee: So, you know, instead of...I don't want to pick the best out of a bad bunch, you know, so.

Tim: Good on you. Good on you.

Luke: Well it's got to be a reflection of you personally, doesn't it?

Renee: Exactly.

Luke: I mean, it's not...

Renee: Exactly, yep.

Luke: This isn't just a standard business logo.

Renee: No.

Luke: It's something that has to reflect you personally.

Renee: Exactly, exactly.

Tim: How did you get...I'm going back a little bit here, not to the really funny part of the interview but, you know, to a good part of the interview. Tell me, how did you get that survey in The Age in the end because, you know, for our Melbourne...for our non Melbourne listeners, big daily newspaper.

Renee: Yes.

Tim: How did you get that? Because that's free, that's big...

Renee: It is.

Tim: ...free publicity.

Renee: It is. And I think you might need to get the applause ready because...

Tim: Audience, wake up.

Renee: Through Twitter.

(Applause.)

Luke: Wow.

Tim: There is it, there it is. I told you Twitter would take off, Luke.

Luke: The power of Twitter.

Tim: Yeah, yeah, and in fact being...

Renee: I was a sceptic as well.

Luke: Yeah.

Renee: I was a sceptic as well.

Luke: Many have been. I'm sure there's many people out there that still are.

Renee: Yes, exactly.

Tim: Well stop it.

Luke: Yes.

Renee: Yes.

Tim: All you sceptics.

Renee: Yep.

Tim: And in fact really the Bra Queen should be on, I have to say this...no, I'm not going to say it. Do you know what I'm thinking?

Luke: No.

Tim: Well what would...

Luke: I don't know what's going on in your dirty mind.

Tim: I know. I know. And we're going to clearly cut this out, but what would the Bra Queen be on? It wouldn't be on Twitter.

Luke: Titter.

Tim: It wasn't as funny as I thought. Okay.

Renee: Or a bit predictable.

Tim: Yeah, yeah, that's me. Luke's the clever one. I just go with the flow. Renee, you have been an absolute joy, I reckon.

Renee: Thank you.

Tim: I'd love to get Renee back in.

Luke: Indeed.

Tim: For another belly laugh in about a year's time when I need another belly laugh, because I have one about every 12 months and, you know.

Renee: Well there you go.

Tim: Today was the day.

Luke: Perhaps Renee could go on The 7pm Project.

Tim: What's that? That's a local joke, Luke.

Luke: Yeah, I know.

Tim: Come on. Renee, absolute pleasure.

Renee: Thank you.

Tim: Good luck with new website.

Renee: Thank you.

Tim: Good luck with Love Your Life.

Renee: Thank you.

Tim: And just good luck, because what a great job.

Renee: Thank you.

Tim: And if you're looking to employ, certainly Luke will be putting his hand up and I'll be right behind him.

Renee: Awesome.

Luke: Thanks, Renee.

Tim: Thanks, Renee.

Renee: Thank you. Thank you very much.

<http://smallbusinessbigmarketing.com/sbbm-13/>