

## Finding your way to the top of Google

**Tim:** Lukey, Lukey, Lukey.

**Luke:** How are you, mate?

**Tim:** I'm very very well. How are you?

**Luke:** Good, mate.

**Tim:** Do you have a...are you sporting a mo?

**Luke:** I haven't shaved for a week.

**Tim:** Are you sure?

**Luke:** Yeah.

**Tim:** It's not a Movember thing?

**Luke:** No. Well it could be a month that I haven't shaved for.

**Tim:** Wow.

**Luke:** It's pretty short, no, I'm just kidding.

**Tim:** You are looking like a lumberjack.

**Luke:** Thanks, mate. Thank you very much.

**Tim:** My pleasure.

**Luke:** I'd actually just like to say thank you to Erin Evancich who does our wonderful intros and outros.

**Tim:** Hasn't she got a voice that would make a grown man cry? Bring a tear to a glass eye. Yes, she is lovely. And thank you, Erin, if you are listening. Do you reckon she'd be listening?

**Luke:** Probably not.

**Tim:** I'd be a little bit chuffed if she was.

**Luke:** Yeah.

**Tim:** Hey, back to your mo.

**Luke:** Yes, mate.



**Tim:** Movember is a very very clever bit of marketing.

**Luke:** Sure is, isn't it.

**Tim:** Yeah. For our overseas listeners, it's an organisation that, I think, here I say it's clever marketing, I'm not even 100% sure, but is it men's health?

**Luke:** Yes, it is. Mental health and prostate.

**Tim:** Prostate. Is it prostate or prostrate?

**Luke:** One is lying flat and if you get it you're lying flat.

**Tim:** Yep, you don't want to really think about it. But it's men's health.

**Luke:** Yes.

**Tim:** And it involves blokes growing mos and...

**Luke:** And getting people to sponsor them.

**Tim:** Yeah.

**Luke:** Essentially.

**Tim:** Yeah. Women could, I mean, could women enter it, do you think?

**Luke:** I think there is some sort of section for...

**Tim:** I...

**Luke:** But...

**Tim:** I was actually joking. Is there really?

**Luke:** I think there is, yeah.

**Tim:** A women moustache growing competition.

**Luke:** Yeah, look, I'm not going to stipulate on this.

**Tim:** Because you're...

**Luke:** I'm not sure.

**Tim:** No. And your wife is Greek.

**Luke:** Yeah, true, let's not go there.

**Tim:** Let's not go there. Hey, so, look, it's very 70s porn and the fact that you're not growing a mo for Movember doesn't matter because you look...

**Luke:** No.

**Tim:** You look delightful.

**Luke:** Thanks. Thanks.

**Tim:** Yeah, my pleasure.

**Luke:** Timbo, what have you been up to, mate?

**Tim:** Mate, mate, this is going to be a blatant plug before we get stuck into our guests, on Friday, which was three days ago, I launched my healthy approach to marketing. What is it you all ask?

**Luke:** What is it, Timbo, what's it about?

**Tim:** I'm glad you asked. Mate, it is, it's a big event I'm holding next year in Bali. It's a mix of marketing and wellbeing. It's a five day retreat for ten people only. So I suggest act quickly if you are listening to this. Ten people only. Going to Bali. It's five days where I am going to share all the marketing kind of gold that I've picked up over the years, you know. So that's the kind of marketing and there is also a wellbeing part of it too. So we're kind of going to do this thing where we're going to do like marketing sessions each day for like four to five hours.

**Luke:** Yep.

**Tim:** You know, in the sarong.

**Luke:** Wow.

**Tim:** Yeah, sarong and a bit of...

**Luke:** You in a sarong is why I'm not going.

**Tim:** Yeah, not pretty. But so we're going to do a whole lot of marketing stuff, you know, covering social media, branding, advertising, the whole online world, you know, website stuff. There's an itinerary on the website, Luke, which is...

**Luke:** What's the web address, Timbo?

**Tim:** It is [healthyapproachtomarketing.com](http://healthyapproachtomarketing.com).

**Luke:** It's not [oneweekwithtimboinasarong.com](http://oneweekwithtimboinasarong.com)?

**Tim:** No, but I will register that. And, look, the other part of it, so there's a whole lot of marketing stuff, then there's a whole lot of wellbeing stuff. And the idea of the wellbeing stuff is to look after ourselves as business people should.

**Luke:** Yep.

**Tim:** But it's also to create in looking after your wellbeing and the type of stuff we're going to be doing, yoga, meditation, art classes, we're even going to teach English at a local Balinese school.

**Luke:** Fantastic.

**Tim:** Yeah, it will be good. And the idea of that is to kind of create a creative environment and an innovative space, because we're also going to spend time, I'm going to facilitate an innovation session, a killer innovation session, around each attendee's business. We're all going to contribute marketing ideas for their business, dedicated.

**Luke:** Brilliant, it's a great idea.

**Tim:** Yeah.

**Luke:** Great idea.

**Tim:** So it will be very cool. And healthy approach to marketing, guys, it's .com, healthy approach to marketing. I should spell that out, it is long, and I know we had that discussion.

**Luke:** We did, yep.

**Tim:** But it says what it is.

**Luke:** Yep.

**Tim:** And, you know, it was hard. I couldn't get healthy marketing.

**Luke:** Yeah.

**Tim:** I couldn't get all these domain names. So I make it work. There's a blog there, there's itinerary, the accommodation, it's all laid out.

**Luke:** Some lovely photos too, Timbo.

**Tim:** Yes, there are.

**Luke:** I'm very envious.

**Tim:** Yeah.

**Luke:** It does look like a beautiful spot.

**Tim:** And without rattling on too much, I'll come back at the end and tell you some of the add ons that are included and make a special offer for our podcast listeners if they register. How's that?

**Luke:** Oh, good idea.

**Tim:** Yes, thank you. Yeah. No, why not. We should reward those who reward us by listening to our show.

**Luke:** That's right.

**Tim:** Lukey.

**Luke:** Timbo.

**Tim:** Who's our guests?

**Luke:** We are speaking to a couple of guys from Market Samurai, which I've mentioned on this show before. We're speaking to Ben and Eugene from Market Samurai. The business name is actually Noble Samurai and the product is Market Samurai.

**Tim:** I didn't get that. So, okay, so their business is Noble Samurai?

**Luke:** Yep.

**Tim:** And they've got a product called Market Samurai?

**Luke:** Correct.

**Tim:** And has Noble Samurai got other products?

**Luke:** Not as yet that I'm aware of, no.

**Tim:** Yeah. I got a little bit cross eyed during this interview, didn't I?

**Luke:** Yes.

**Tim:** Which is not a kind of criticism of the boys.

**Luke:** No. You zoned out occasionally and tried to change the subject...

**Tim:** I did, I tried to sabotage it, didn't I?

**Luke:** You did.

**Tim:** But, you know, like you have to sometimes. Because I kind of reckon, as I keep saying, you're a little big geekier than me.

**Luke:** Yeah.

**Tim:** And I kind of represent your basic listener, whereas you're just, you're high end, mate. You're the intellectual grunt of this show.

**Luke:** Hardcore geek.

**Tim:** Yeah.

**Luke:** Yeah.

**Tim:** Yeah. But great. Wasn't it interesting? So we'll get into these guys in a minute, Ben and Eugene. But we did ask them how did you find our show.

**Luke:** Yes.

**Tim:** And they said...

**Luke:** We haven't listened to it.

**Tim:** ...we haven't listened to you. So immediately my ego was hurt.

**Luke:** Yeah.

**Tim:** But more importantly, it does raise the opportunity that when you are going to meet a new client, a new supplier, anyone related to your business for the first time, an employee, someone you might be employing, use the online world to suss them out.

**Luke:** Yeah, very easy these days with Google. Or there's different social profiles. That's one thing I've done actually recently, Timbo...

**Tim:** Yes.

**Luke:** ...is setup a personal blog, which is basically just a website to hold all these profiles that I have.

**Tim:** Really?

**Luke:** You know, like Facebook and YouTube and LinkedIn and Twitter.

**Tim:** What's the domain?

**Luke:** Lukemoulton.com.

**Tim:** Clever. Gee, you were lucky to get it.

**Luke:** Yeah.

**Tim:** I suppose it's not that common a name.

**Luke:** No, no.

**Tim:** But still. So...

**Luke:** But, you know, you have all these profiles and I thought well, you know, they're all over the place, why not just put all the links in one spot.

**Tim:** Yep.

**Luke:** And you can syndicate the feeds from, you know, other blogs and Twitter feeds and Facebook...

**Tim:** So just so I've got this right, because that's interesting, because I've got timreid.com.au.

**Luke:** Yep.

**Tim:** And that goes to my business website, theideasguy.com.au. But what you've got is lukemoulton.com.

**Luke:** Yep.

**Tim:** And on that is kind of like your...people can bounce off to anything, your Twitter...

**Luke:** Correct.

**Tim:** Your blog, your LinkedIn.

**Luke:** Yeah. Flickr account, YouTube.

**Tim:** Mate, you are rocking the free world, hey.

**Luke:** So, yeah, and a couple of links I have to put up too is one for my new work as well, for flipper.com.

**Tim:** How's it going?

**Luke:** Going great. It's been my first week. I spent the first week learning about our users, basically...

**Tim:** Yep.

**Luke:** ...trying to educate myself about our customers, which has been really interesting. There's a diverse range of users on flipper.com, which is the number one place for buying and selling websites.

**Tim:** Come on. It's more appropriate I (7:53) my Bali retreat than some kind of third party business that you happen to be working for. Hey, but so it's been a good week?

**Luke:** Yeah, it's been great. Been awesome.

**Tim:** How far is the drive, Luke, from your home to your office?

**Luke:** Yeah, it's a little bit over an hour, Timbo.

**Tim:** A little bit. Yeah, closer to two. Oh, gee, listeners, Lukey's work...

**Luke:** That's the toughest part of the gig.

**Tim:** Yeah, oh well, you know, you can listen to this podcast.

**Luke:** Yeah, you know...

**Tim:** Get some tips for your job.

**Luke:** I love listening to you. Because I've missed you so much.

**Tim:** Stop it, stop it. Had some great listener feedback to the last couple of weeks, guys, since the Haul interview with Scott Kilmartin.

**Luke:** Yep.

**Tim:** Where Scotty shared a whole lot of gold and we do have a winner of the competition where you have to leave feedback.

**Luke:** We will announce that at the end of the show.

**Tim:** Yeah, great. That was a good interview, lots of good feedback.

**Luke:** Yeah, yep.

**Tim:** And, you know, it's really clear, the guests who are very strong in the social media world, you see the spike on our listener shift, don't you, the way...

**Luke:** You sure do.

**Tim:** They just...it just becomes viral.

**Luke:** Yeah.

**Tim:** You know, listen to Scott on this podcast. Or it was like with Eddy, you know, like that was nuts. That was when we got told by our...what is it, our hosting company?

**Luke:** Yes, by HostGator.

**Tim:** By HostGator to, you know...

**Luke:** Tone it down, boys.

**Tim:** Yeah. Grow up, your music's too loud.

**Luke:** Yeah.

**Tim:** Buy some more space.

**Luke:** I've actually put in...just speaking of Haul, I've actually...I've put in a request to my wife that I'd like a Haul bag for Christmas.

**Tim:** How about put a request into Scott who was our guest on the show. Hey, Scotty, if you're listening, can I tap on the mic? Boys and girls, let's get stuck into this. So we started off by asking Ben and Eugene from Market Samurai what are you here for?



**Male speaker:** I'm here because I was told that there was some definite value in being here and that you guys were interesting to listen to and...

**Tim:** Definite value for who?

**Male speaker:** Well potentially for us.

**Tim:** Yeah. I'm being blunt. Exactly. So, listeners, number one rule, do your research. But so this show, well we might not tell you what it's about. It's sort of about, you know, the really cool places to go in Melbourne, isn't it, Luke, it's sort of like a tourist...

**Luke:** I've actually, I've briefed...

**Male speaker:** I've actually asked those questions two or three times, I was able to get a bit of a brief on what the background was.

**Luke:** Ben and Eugene have been well briefed via email and I've had a chat to Ben as well about what the...

**Male speaker:** Roger that, Roger, Roger.

**Luke:** ...what the show's about. And I'm sure these guys are going to make it relevant to our audience.

**Tim:** Okay, all right. Well that's very interesting.

**Luke:** So welcome, Ben and Eugene, from Market Samurai and Alliance Software, essentially. Ben, Eugene, perhaps you'd like to tell us a little bit about Alliance and Market Samurai and how you guys got started?

**Ben:** Sure. Okay, well Alliance Software is a more traditional web development business. And Eugene, after probably five years of me nagging him, he was working somewhere else, came and joined us, but on the day that he joined us, one of the things he said, he said, "One day I want to run my own business". And he was actually experimenting both with our clients and some of his own projects with a bunch of ideas around keyword research and he went to a seminar one time and met with one of the Internet marketing gurus of the world, one of the guys with a very large following and...

**Tim:** Who was that?

**Ben:** That was Ed Dale.

**Luke:** Ed Dale, yep.

**Ben:** And showed Ed Dale some of the stuff that he'd been working on in his, in his sort of, you know, in...as experimental stuff, and Ed Dale...that was in May, and Ed Dale was launching a major training program for about 50,000 people in August. And Ed and Ed's offsider, a guy by the name of Rob, said if you can turn that into software, we will make that a major part of our program.

**Male speaker:** Yep.

**Ben:** And so we basically turned our company upside down. We had guys literally sleeping overnight. We had people doing 12 hour shifts and then tagging for someone to go and sleep on a hot bed. And then...and I was bringing clean underwear to the office, I was bringing toothpaste.

**Eugene:** Serious, that's not an exaggeration.

**Ben:** You name it. We had an initial budget of...

**Tim:** How did you get your underwear like through reception?

**Ben:** Yeah...

**Tim:** Like, just out of interest, was it in a kind of briefcase or were you just kind of...

**Ben:** Well we...no, we run the company so we just...we were blatant about it.

**Tim:** Yeah, yeah, yeah.

**Ben:** We were just like do you want the Jockeys or the Bonds. It was like, you know, it was right there.

**Tim:** Here they are. Here they are. What I want you to do is just rewind a little bit and say to our listeners in laymen's terms, no tech talk, what you do, what can you do for them, one sentence, go.

**Ben:** Okay. We have two businesses, one can build them a website, the other one sells them a tool that they can use to get their own website ranked well in Google.

**Tim:** Cool. That's a good thing.

**Male speaker:** So...

**Tim:** So you can build them websites?

**Ben:** Yep.

**Tim:** Or they build them themselves?

**Ben:** No. So well Alliance Software is a website development company.

**Tim:** Yeah, okay.

**Ben:** And we do sort of tech heavy stuff.

**Tim:** Okay. So that's pretty interesting. Website development companies, dime a dozen.

**Ben:** Yep.

**Tim:** What sets you apart, why would I go to Alliance?

**Ben:** We tend to get the crossover between the technical heavy lifting, so the stuff that's very technically involved and the stuff that has an online marketing focus. So heavy hitting direct marketers will often use our services rather than a graphic design company or something like that.

**Tim:** Right, okay. So if you want a brochure, kind of pretty looking website.

**Ben:** Yeah.

**Tim:** Do not go to Alliance.

**Ben:** Yeah.

**Tim:** But if you want kind of something that's going to have ecommerce and all that type of stuff...

**Ben:** Integrate into sales force and their backend accounting program and still making a bunch of money, that's the stuff, yep.

**Tim:** And what was the other, what was the other part of the business?

**Ben:** Then there's Noble Samurai.

**Tim:** And what do they do?

**Ben:** They sell a piece of software...

**Tim:** Yeah. And it gets you ranked high in Google?

**Ben:** And it's got about 90,000 users that have used it, and literally we had a training program with a bunch of newbies and the 4000 people who actually implemented of it, within the space of, what was it, 15 days or something like that, 1000 of them got front page rankings on Google.

**Tim:** Lukey, I love how Ben has all these really definite definite facts about what his business has done and can do...

**Luke:** Yep.

**Tim:** ...for their customers.

**Luke:** Yeah, indeed.

**Tim:** You know, to have that basic, that really short sharp facts, you know, statistics is really powerful.

**Luke:** Yeah. And real life, a real life explanation of what it is that they do.

**Tim:** Yeah.

**Luke:** Yeah.

**Tim:** Yeah, the old benefit driven stuff. But, you know, I was even this morning, I was selling Christmas trees at the local scout hall and one of the dads there as well was talking about, you know, we were actually talking about Twitter and I found myself in fact I was only yesterday looking at my kind of Twitter stats, you know, how many tweets I've put out and followers and all this type of stuff, and I was quoting those numbers to him and he was actually saying to me, you know, how can you quantify what those numbers have generated for you.

**Luke:** Yep.

**Tim:** I was actually able to because I know...

**Luke:** Yeah, yeah.

**Tim:** ...I know the business that I've got from those numbers and it's just a very compelling way to sell an idea in.

**Luke:** Indeed, yeah.

**Tim:** Back to Benny.

**Male speaker:** That's impressive stuff.

**Ben:** So that was through Ed Dale's program, 30 day challenge.

**Luke:** Yep.

**Ben:** If you haven't checked it out, 30 day challenge, 30daychallenge.com. It's a good one. I think it's a great program for anyone if they want to...

**Male speaker:** What did you get for that? How much do you get paid for it?

**Ben:** Well actually it's a...Ed does it for free.

**Male speaker:** And...

**Ben:** So it's actually a 30 day free program.

**Male speaker:** That's pretty good. But I've been to \$5000 courses that aren't a shade on that course.

**Male speaker:** Yeah.

**Male speaker:** On that free course.

**Tim:** Eugene, do you know Ed?

**Eugene:** Yes, I do.

**Tim:** What's Ed's program, what's it do in kind of simple terms?

**Eugene:** In simple terms, it's a 30 day program and each day there's some videos and things to actually walk you through and it's essentially a beginner's guide to search engine optimisation. So it's a...

**Tim:** Ooh.

**Male speaker:** I actually, I think I'd go one step further. I think it's an online guide to helping people setup an online business.

**Luke:** Yep.

**Tim:** What if you don't want an online business, you just want a website?

**Male speaker:** Well it'll help you do that too.

**Tim:** Will it?

**Male speaker:** Yeah, but go somewhere else if you just want a website.

**Tim:** Yeah, okay.

**Male speaker:** But if you want to make money, that's the...

**Tim:** What you said in layman's terms is what a lot of small businesses are looking for, so this is pretty interesting stuff. You know, get ranked, get a website, get ranked high in Google and in 30 days, you know, have it done, job done, you know, sit back and enjoy the ride. Yeah? Is that the idea?

**Male speaker:** That's the idea.

**Tim:** Right.

**Male speaker:** I mean, their USP is to have made your first ten bucks in inside 30 days.

**Luke:** Yep.

**Male speaker:** And it sounds funny but I reckon \$10 online is like halfway to \$10,000 online. Most people never make a dollar and a lot of the ones who make one dollar have figured out enough...

**Luke:** Yep.

**Male speaker:** ...that they can repeat and go from there.

**Male speaker:** Rinse and repeat, okay.

**Male speaker:** But, as you said, because there's a lot of technical stuff, particularly in this whole search engine optimisation game, so a part of it is just immersing yourself in a step by step program that actually breaks it all down for you. So that by the end of 30 days you've lived in this world for 30 days and you know the basics of what you need to do to move forward.

**Tim:** Do you know what I love about this whole Ed Dale thing? It's the fact that there is so much goodness out there on the Internet and this reminds me of it. I mean, I've subscribed to the 30 day challenge, I've been receiving the emails. I haven't done it yet but I've looked at it and I've seen just the wealth of information this guy gives away. What's in there?

**Luke:** Oh, there is so much stuff, there's a heap of information. I've done bits and pieces of it and I, and even as, you know, I've been doing web design and search engine optimisation for a good, you know, probably...

**Tim:** Lifetime.

**Luke:** ...seven or eight years.

**Tim:** Maybe not a lifetime.

**Luke:** And even I got a lot out of it.

**Tim:** So what's in it for...by the way, guys, we're not being paid by Ed Dale. In fact, we don't even know him. Oh, you've met him?

**Luke:** No, no.

**Tim:** You haven't?

**Luke:** No.

**Tim:** Okay. So we don't know him but it is interesting. I think the point is that...what's in it for Ed to give away so much, is there anything, or?

**Luke:** Well I think what Ed does is he will set up affiliate partnerships, like with the guys from Market Samurai.

**Tim:** Right.

**Luke:** Yeah, Market Samurai is used in the 30 day challenge. You can use other free software applications but...

**Tim:** Right, okay.

**Luke:** Market Samurai cuts down the time it takes to do keyword research...

**Tim:** So if you buy Market Samurai, Ed's going to get a cut of that?

**Luke:** Yeah, correct.

**Tim:** And great. And good, so he should.

**Luke:** Yep.

**Tim:** It is. And it just reminds us, we were talking about this as we were listening, was the fact that the Internet is full of so much goodness, you know.

**Luke:** Yeah, yep.

**Tim:** Don't buy magazines.

**Luke:** No.

**Tim:** There's a blog. For every possible interest topic you may have, there'll be a blog.

**Luke:** Yep.

**Tim:** You know. And it was updated yesterday, not three months ago like a magazine. Because, you know, as we all know, magazine, you know, the lead time to get a magazine to the store is weeks, if not months. Whereas, you know, this...and it's amazing, I'm still amazed if I go and give a talk in front of a whole lot of business owners or marketers, the amount that don't use blogs.

**Luke:** Yeah.

**Tim:** You know.

**Luke:** Yeah, you know, find the people that are the experts in your field and follow them, or listen to them, like you are now.

**Tim:** Yes, very good, Luke.

**Luke:** Anyway, let's head back to Ben and Eugene. We asked Eugene what are the top three things to get your ranking first page in Google.

**Eugene:** Top one is, the number one thing is actually just get out great content.

**Luke:** Yeah.

**Eugene:** Like there's a lot of people out there which are just trying to put out rubbish, just purely just to rank in the search engines. But, fundamentally, and Google says it, we say it, put out good quality content.

**Luke:** Yeah.

**Eugene:** That's absolutely number one. You do that, you know, that's...you're halfway there.

**Luke:** Yep.

**Eugene:** Number two is do your keyword research. Like literally if you're going to pick a keyword out of the top of your head, there's a 99% chance that you are going to...that keyword is going to suck, it's not going to have traffic, it's not going to have any commercial value to you, it's not going to bring you in the leads.

**Tim:** Or it'll be too competitive.

**Eugene:** Or it will more than likely, you've just...you've got no hope in hell of ranking on the home page for that keyword.

**Tim:** Is it fair to say keyword is really not, it's really key phrase?

**Eugene:** It's grammatically incorrect. A keyword can be three words.

**Male speaker:** Yeah.

**Male speaker:** Yeah.

**Male speaker:** Yeah, it's a keyword phrase.

**Tim:** Because keyword, to own any keyword, we're just really kidding ourselves, aren't we?

**Male speaker:** Yeah.

**Luke:** And just so our listeners...so we make sure our listeners know what we're talking about...

**Tim:** Yeah.

**Luke:** ...a keyword is essentially what someone is going to pop into the search box of Google.

**Male speaker:** Yeah, so.

**Male speaker:** Yep.

**Male speaker:** Exactly right.

**Tim:** Yeah.

**Male speaker:** Okay.

**Tim:** So key phrase really should...

**Male speaker:** Yeah.

**Tim:** Is where it's at.

**Male speaker:** We call it a keyword but in the industry we're actually meaning often three and four word phrases.

**Tim:** Yeah.

**Male speaker:** Yeah.

**Tim:** You whacky industry...



**Male speaker:** Yeah, we're crazy. Watch us kids go.

**Male speaker:** Look at you.

**Male speaker:** Oh hang, we got to number...

**Male speaker:** Two, I think.

**Eugene:** Two, so number three is get your keyword in the title. That's the most important place to actually put it.

**Tim:** What title?

**Eugene:** This is...and this is where it gets a bit technical and geeky because I...

**Male speaker:** Yep.

**Eugene:** This is the one thing, they do this, they get...this is the big...

**Tim:** See this red button?

**Eugene:** Yep.

**Tim:** See this red button?

**Eugene:** Yep.

**Tim:** I push that red button, you fall through the floor, okay.

**Eugene:** Okay. Without explaining exactly how to do it, when you visit a webpage and you've got your web browser, whether it's Internet Explorer or Firefox or whatever you're using, the actual text that appears in the menu bar, that is the title of the web page. So that's not...

**Tim:** So that's sort of like forward slash, blah, blah, blah.

**Male speaker:** No, no.

**Male speaker:** Above the www.yourdomain, there's a bit above that.

**Male speaker:** No, no, no.

**Male speaker:** It normally says dash Internet Explorer at the end.

**Male speaker:** Yeah.

**Male speaker:** Not the address.

**Luke:** In I it's got a blue background.

**Tim:** Yep.

**Male speaker:** Yep.

**Tim:** And yours says Noble Samurai?

**Male speaker:** Yep.

**Tim:** Microsoft Internet...no, no, it just says Noble Samurai...

**Male speaker:** Yeah, Noble Samurai is the keyword for that website, yes. So that's the, yeah, that's the keyword.

**Tim:** Why would that be the keyword for the website when people aren't going to be going looking for Noble Samurai, they're going to be looking for how do I get to the top of Google?

**Male speaker:** For keyword research.

**Male speaker:** And we put...we'd funnel most of our people through to MarketSamurai.com domain. So the Noble Samurai is essentially the company...

**Male speaker:** Just a corporate portal, yeah.

**Tim:** Okay, yep.

**Male speaker:** Obviously...

**Male speaker:** Did we finish on number three?

**Male speaker:** Sorry. Sorry, Eugene.

**Tim:** Were you going to do top how many, Eugene?

**Male speaker:** Do you think it would...

**Eugene:** Sorry? No, I...

**Tim:** Are you going to keep going?

**Eugene:** No, I'd say add just one more thing to that list.

**Male speaker:** Yeah.

**Eugene:** You know, so there's getting it in your title in your content. And the last thing is build links, you know, I think if you get linked, people link into your website, and if you've done number one correctly, you've created great content, then you're halfway there, you've got something worth linking to.

**Tim:** You know how you get those emails that say, you know, oh, would you like to link to my website or I'd like to link to yours?

**Eugene:** Yes.

**Tim:** I actually delete them and think, oh, it's just spam. But it actually is someone making effort, is it, generally speaking, to link?

**Male speaker:** Generally it's one of two situations. There are bits of software out there which basically...

**Male speaker:** Spam you.

**Male speaker:** ...spam you. And so they work out, who's everyone's ranking for this keyword and they will just automate the process for sending out emails to do that link exchange process. Or they are hired SEO firms, you know, generally people in India who, you know, they're being paid for every link that they get back to a website.

**Male speaker:** We ignore them too, yep.

**Tim:** Right, okay.

**Male speaker:** Yep.

**Tim:** Okay.

**Male speaker:** Yep.

**Luke:** Just going back to your product, so essentially you had an idea for a product, you met someone who had basically a list of 50,000-odd people...

**Male speaker:** Yep.

**Luke:** ...that you had to market to, so essentially you've got your market before you develop your products.

**Male speaker:** Yes.

**Luke:** In a pretty good position to be.

**Male speaker:** Yep.

**Luke:** Unlike possibly a lot of our listeners, or some. So I guess you probably...you may or may not have hit a ceiling with that market. Are there other avenues that you're using apart from Ed Daly and 30 day challenge to market Samurai?

**Male speaker:** Yep. So, well, yeah, yes. What we've done is we've essentially done what we call a bowling pin strategy, which we have used the results we have achieved, you know, with the joint venture that we ran with Ed Dale and then asked him for referrals. It's like who else, you know, would be interested in this particular product so he has introduced us to his friends and then we've asked them and then they've introduced us to their friends and so...

**Tim:** This sounds a bit pyramid style, we're talking here.

**Male speaker:** That's right, this is an Amway meeting. You get to podcast.

**Tim:** Yeah, yeah. Put that detergent away or I'll push this red button.

**Male speaker:** And so we, you know, we...our main...it would be fair to say that the major business driver in terms of getting new leads into our business to now has been through that JV network and networking and doing promotions with people.

**Luke:** For our listeners who don't know what a JV is?

**Male speaker:** A joint venture.

**Luke:** So essentially you're leveraging essentially your network to increase your list.

**Male speaker:** Yep.

**Luke:** Perhaps you'd like to talk about your list?

**Male speaker:** Yeah, well I've...

**Luke:** You place a lot of emphasis on that.

**Male speaker:** I'm...previous to me working, well at Noble Samurai, like I actually worked for quite a successful online business called [propertyinvesting.com](http://propertyinvesting.com) run by a guy called Steve McKnight.

**Luke:** Yes. Read a couple of his books.

**Male speaker:** Yeah.

**Luke:** Yep.

**Male speaker:** So, yeah, bestselling author. And he...I worked in there and I started off as a technical guy and then moved sort of into the online marketing role in his organisation. And he had a list of 40,000 people and over the, you know, whatever, the three or four years that I was there, like I saw how, you know, through the use of these direct marketing techniques that you can turn that into a, you know, a five, six, seven million dollar a year business really really easily if you just take care of the people on your list, you're giving them good information, got a call to action every now and then.

So when I left that position I knew how to, you know, how important it was to have a database of people to actually market to. So when I had the opportunity to do this thing with Ed Dale, like strange enough, as you said, like it wasn't about the product, like you actually wouldn't want to actually create a product around keyword research at all. When you do any market research around it it's actually a really lousy industry. But I knew what the value of a list is. So if I had the opportunity to JV with someone to create my own list in a very short space of time, like it took, you know, Steve McKnight, you know, six years or something to develop his list of 40,000 people. We, you know...

**Male speaker:** We're about 95,000.

**Male speaker:** We just crossed 95,000 people...

**Male speaker:** Cool.

**Male speaker:** ...on the Noble Samurai list. So in a very short amount of time that's compressed, you know...

**Luke:** That's owners of the software?

**Male speaker:** No.

**Male speaker:** No, no. There's about 20,000 people that have purchased the software.

**Luke:** Yep.

**Male speaker:** Yeah.

**Tim:** How do you maintain the...is it a clean list and how do you maintain it so that it is relatively clean?

**Male speaker:** We use AWeber which is a, you know...

**Tim:** Yep.

**Male speaker:** ...is an email service that you, you know, pay for, and they manage all that sort of stuff for you on subscriptions and things for you, yeah.

**Tim:** Okay, yep. And tell me, so you've got this list, and many small businesses like know the importance of a list but rarely kind of utilise it.

**Male speaker:** Yep.

**Tim:** I've told the story I think on a previous show where I came across a lady at a tradeshow who was capturing everybody's information in an Excel spreadsheet and I said, "What are you going to do with it", and she said, "I really don't know". So she knew the importance of the list but actually using that list is another thing. And, you know, you can send out the odd email but actually creating a campaign around it can be quite difficult. So...

**Male speaker:** Yep.

**Tim:** ...is that something that you guys specialise in in actually turning that list into...

**Male speaker:** It's something that...

**Tim:** ...into magic?

**Male speaker:** It's something that we do internally. It's not something that we, you know, facilitate through our software.

**Tim:** Yep.

**Male speaker:** But if I can give a couple of pointers to people out there. And because it always blows my mind just how many people don't build a list. Even if you are a hairdresser, oh, no, you should just be keeping a list of people who, you know, your customers so you can like send them offers and say, hey...

**Tim:** Your hair is getting long, you know.

**Male speaker:** Or, hey, we're really quiet on a Tuesday, you come get your haircut on a Tuesday...

**Tim:** Yeah.

**Male speaker:** ...I'll give you ten bucks off.

**Luke:** Dentists should be working their list.

**Tim:** Everyone should be. Everyone should be.

**Male speaker:** So in [propertyinvestor.com](http://propertyinvestor.com) I learnt a couple of just interesting ideas that I think have been valuable for us. And one is the idea of a trust bank account. Right, so every time you put out a great piece of content to your email list and, you know, you direct people to a website and you're giving something, like you're not asking for something, you were giving, that is like a bank account, you're making a deposit in that trust bank account. Every time you ask them to do something which obviously has a financial outcome or some, you know, personal, yeah, outcome for yourself, you're making a deposit. So the key thing, just like...

**Male speaker:** Making a withdrawal in that case.

**Male speaker:** Yeah, making...sorry, making a withdrawal.

**Male speaker:** Yeah.

**Male speaker:** So the key thing is to keep your account way into credit, you know, way into credit. Like you see a lot of Internet marketing...

**Tim:** So when you say give...

**Male speaker:** Yep.

**Tim:** Because there's give and there's give. I mean, you want to give in a way that doesn't cost you an arm and a leg.

**Male speaker:** Yep.

**Tim:** You want to see some return. So when you say give, what are some things that a typical business could give, clearly like a free eBook?

**Male speaker:** Yeah, so information that is useful that you're a relevant authority to talk about. So, I don't know, if you're a hairdresser, you know, tips about, you know, doing hairstyle, you know, how to, yeah, how to style your hair.

**Tim:** Or if you just spent \$180 on a haircut, how to actually maintain it for the next five weeks...

**Male speaker:** Yeah, exactly.

**Tim:** ...so you look good, not just the day you walked out your salon and those sorts of things.

**Male speaker:** Yeah, exactly, yeah, yep.

**Luke:** My wife would definitely read that. She just spent \$130 and she wasn't happy so.

**Male speaker:** Yep.

**Tim:** Hello to Kim. Hey, so, yeah, what else can you give away for free? Because I think that's interesting...

**Male speaker:** Yep.

**Tim:** ...that's classic permission marketing stuff that Seth Godin talked about years ago which is like give something in order to get something, in this case, some contact information and then give something more in order to get something more back...

**Male speaker:** Yep.

**Tim:** And slowly build up a profile of your customer.

**Male speaker:** Yeah, yep.

**Tim:** So what else can you give?

**Male speaker:** So there's, I mean, there's obviously your own content that you, you know, you've created. So for us, you know, we put up blog posts, you know, with just a webpage on our website that we give away some great information about the stuff our customers are interested in which is obviously, you know, Internet marketing and search engine optimisation. So, you know, you can apply that to whatever business that you're in. So there's information on your site, there is information on other's people site. Just even, you don't have to create all the content, you know, if you are...if you're passionate about your particular area of expertise and you're just surfing the web anyway, you know, just finding little, great little tidbits and things and maybe writing a bit of a description about them and just sending it out, just helping people solve the problems as they relate to, you know, your particular business.

**Luke:** Just on the trust aspect, I'm on your email list, I'm one of the 95,000 and I actually own your software, but that's an aside, I notice that you guys do actually, you do promote other people's offers.

**Male speaker:** Yes.

**Luke:** And you do do some affiliate stuff and you're quite open about that.

**Male speaker:** Yep.

**Luke:** Do you have some rules in-house about what you promote?

**Male speaker:** Yeah. I mean, as I said, to be honest, like it's actually been a...it's actually been a bit of a headache for us, you know, to do that. You know, we do have some rules, like fundamentally, you know, we have to actually use the product, like strangely enough. Or at least have an ability to evaluate the product. There's a lot of people that will just sell to people on their database without even, you know...

**Tim:** They've got no idea what the product it.

**Male speaker:** No idea. So we're going to recommend good stuff that has to also be relevant to, you know, to our list. But, to be honest, like it hasn't really worked that well for us. So I think from a trust bank account perspective, I think, you know, promoting other people's stuff, particularly, I think, in the market space that we're in, which is online marketing, which I think people already realise is very insulated, you know, everyone's promoting each other's stuff, that, you know, has probably resulted in more negative, you know, more of a withdrawal in the bank account than a deposit and certainly financially like if it's just look at the pure numbers like it is much more profitable for us to deliver great content and, you know, promote our own software through that than it has been in promoting other people's content. So a bit controversial.

**Tim:** Lukey.

**Luke:** Timbo.

**Tim:** This is an interesting one. And I've been kind of listening and absolutely content is king.

**Luke:** Yep.

**Tim:** Absolutely. It's the Elvis of marketing. But, you know, it's all very well for businesses who use the Internet and the whole online world, you know, almost daily to talk to their customers, but there'll be a lot of listeners who have businesses or are responsible for the marketing of businesses who aren't that savvy with the online world. The online world is great for giving stuff, you know.

**Luke:** Yeah. I mean, it's just a facility though to give.

**Tim:** Yeah.

**Luke:** I mean, if you...a mate of mine, for example, owns a tomato farm, he can put together a free recipe book, for example. It doesn't necessarily have to be using...

**Tim:** That's a good example.

**Luke:** ...the Internet as the publishing channel.

**Tim:** Vessel.

**Luke:** Yeah.



**Tim:** Yeah. And it probably, well it's more expensive to print a recipe book...

**Luke:** Sure is, yeah.

**Tim:** ...than it is to probably create an eBook and distribute it via some kind of email responder for when someone signs up. That said, I guess the point is I'm just conscious of those listeners who are doing a lot of their promotion above the line...

**Luke:** Yep.

**Tim:** ...and aren't able to kind of create this stuff. But that said, I think, you know, creating a book isn't that hard. I came across an idea last year where you get people to contribute their thinking...

**Luke:** Yep.

**Tim:** ...around a particular topic...

**Luke:** Yeah.

**Tim:** ...and that forms the content of a book.

**Luke:** The book writes itself.

**Tim:** The book writes itself. You know, you write a forward.

**Luke:** Yeah.

**Tim:** Or maybe even get someone else to write the forward. But that's a great way of writing a book which all of a sudden for an offline business, or a business that spends most of their money, say, on advertising or direct marketing or telemarketing, they've all of a sudden got a book and that's pretty cool. So they haven't paid for the book to be written, they've just got to, you know, get it printed.

**Luke:** Yeah.

**Tim:** And there's even some great one off, you know, printing, online printing shops now that do one offs.

**Luke:** Low runs, yeah.

**Tim:** Yeah, low runs.

**Luke:** Yep.

**Tim:** But, you know, like I love the idea of, I did this with a parenting tip idea a few years ago when I had young children. I thought, gosh, I should get...and all our friends had young kids, I thought I'm going to email every single one of my colleagues and friends who I know who've got young kids and get their best parenting tip.

**Luke:** Yeah.

**Tim:** Which I did, and I never turned it into a book. It's still, the information is still there. But I've got about 100 parenting tips.

**Luke:** Yeah.

**Tim:** Yeah, they're fantastic.

**Luke:** Timbo, did you register the domain name?

**Tim:** Just for all your listeners, don't go registering parenting tips. No, it's not available. I did look into all that. But, yeah, I just didn't get around to it. It's just one of those, you know, ideas that...

**Luke:** Yeah.

**Tim:** ...I happened to have that some get off the ground and others don't. But there's 100 parenting tips sitting there somewhere on my computer that would be very easy to turn into some kind of whitepaper or eBook or whatever and. So, yeah, it's not that hard. And it's fun. And it is a great way of giving to your clients and your prospects.

**Luke:** Back we go.

**Tim:** Back to the boys.

**Male speaker:** There's a reciprocation thing that comes in though. If you've got...if you're doing joint ventures with other players, there is a reasonable expectation that you would reciprocate and that's part of the game.

**Luke:** Yep.

**Male speaker:** And so, you know, you have to...and that's why we so aggressively pump out good content because, you know, I often work to the four to one rule. You know, I want to give out four pieces of great content before I actually ask for something back.

**Tim:** Hey, Ben?

**Ben:** Yeah.

**Tim:** What are your three favourite websites? Honestly?

**Ben:** Keep talking and I'll have a good list for you.

**Tim:** Eugene, you?

**Eugene:** Me?

**Tim:** No, no, not a website question for you.

**Eugene:** Yep.

**Tim:** Three favourite gadgets?

**Eugene:** Three favourite gadgets?

**Tim:** Yeah.

**Male speaker:** Oh, gadget kind.

**Eugene:** My iPhone.

**Tim:** Yeah.

**Eugene:** My Mac and my Kindle.

**Tim:** You're Kindle?

**Male speaker:** Kindle?

**Eugene:** Yep.

**Male speaker:** Have you got it here?

**Eugene:** No, I don't, but...

**Tim:** What's that?

**Eugene:** Oh, actually this is quite a good gadget. This is my Livescribe Pulse pen.

**Tim:** Listeners, can you see that? Describe...oh, is that one of those ones that...

**Eugene:** Yes.

**Tim:** Explain that.

**Eugene:** This is really really cool. Imagine a pen where when you write down in your notepad actually records audio at the same time as you are writing something.

**Tim:** You are a geek.

**Male speaker:** It does more than that, it goes on.

**Male speaker:** You're the geek's geek.

**Eugene:** And it goes on, right, so I can go back, and like three months ago, and actually touch like...

**Male speaker:** The paper?

**Eugene:** The paper, the writing that happened, and it will actually play back the audio that was being spoken at that very moment of time. It records 200 hours of audio at (35:00).

**Male speaker:** Two hundred hours of audio.

**Tim:** Now, let me just understand this. So you just go write, like we would all write.

**Eugene:** Yep.

**Tim:** We would get a pen.

**Eugene:** Yep.

**Tim:** And some paper.

**Eugene:** Yep.

**Tim:** And write. And then you would actually...that pen while you're writing is recording what you're writing?

**Eugene:** Yes. And you can plug it into a computer and every single page...

**Tim:** Ah, stop it.

**Eugene:** Every single page...

**Male speaker:** Comes up on your computer.

**Eugene:** ...it comes up on your computer.

**Tim:** The word comes up on...

**Eugene:** No, no, like...it's like a, almost like a PDF file, all right.

**Tim:** Yeah, like a scan.

**Eugene:** Yeah, like a scan.

**Tim:** Yeah.

**Eugene:** And it does optical character recognition. So you can search your own handwriting, right, and you can play the audio and stuff on that as well.

**Male speaker:** You can click on what was written there and it will give you the audio from wherever you were six months.

**Eugene:** Yeah. So it's great if you're a consultant. Because they go, oh, we didn't ask for that, and I'm going, yes, you did. Is this your voice? Hello?

**Tim:** Yeah, you know how they invented the space pen, to write in space.

**Luke:** The US army spent millions of dollars...

**Tim:** Yeah.

**Luke:** ...developing the biro.

**Tim:** Yeah.

**Luke:** And what did the Russians do, Tim?

**Tim:** Just used a pencil. It's quite cool, I like that.

**Luke:** I stole your gag, didn't I?

**Tim:** Yeah, yeah. So that's pretty cool. What was that called?

**Eugene:** It's called a Livescribe Pulse.

**Tim:** And how much?

**Eugene:** They're about \$300 at Officeworks.

**Tim:** At Officeworks?

**Eugene:** Yeah.

**Tim:** And, what, no affiliate program?

**Eugene:** Nah. Unfortunately.

**Luke:** Coming back...

**Tim:** Officeworks, that's like Office Depot or something?

**Luke:** Just coming back to marketing briefly, Timbo.

**Tim:** No, no, I don't want to. I'm not...listen, mate...

**Eugene:** This is much more fun actually.

**Tim:** Yeah, yeah, I don't want to.

**Luke:** Are there any brands that you guys aspire to being similar to?

**Tim:** Luke, Luke...

**Luke:** The word Mac is going to come out right now, isn't it?

**Male speaker:** Yeah, I mean, like it sounds really silly, Luke, but, yeah, absolutely, Apple like, you know, we joke about it, but in terms of Apple's marketing and what they stand for. They can release a new product like Snow Leopard and you have actually mentally bought it at the time that you actually watch a keynote or Steve Jobs talking about, you know, the product and just how he goes about that. And I don't know if it's even come across in our marketing and our videos, but every time we launch a major product, we don't call it a Steve note, a keynote, we call it a Brent note, because Brent's our marketing guy. And I remember once we had to release a new feature which was, you know, that Market Samurai was, I don't know, three times faster or something like that which is, it's really boring, you know, to actually say it's three times faster. How do you, you know...

**Male speaker:** Hang on, Apple did it with their new phone.

**Male speaker:** Exactly. And so...that is exactly right. So I remembered watching the keynote of Apple and Steve going on and he showed, you know, showed all these graphs moving out and he showed what that actually meant and how he articulated the benefit of that and we virtually copied, you know, you know not word for word but the same principle how we actually done that...

**Tim:** It's amazing, interesting, you know, like brands, everyone says Apple. And, you know, the world is pretty big and yet we all keep coming back to Apple. I run a lot of marketing and sort of branding workshops and invariably Apple gets mentioned, Steve Jobs gets mentioned and then it moves onto Branson and Virgin brand and then after that people are sort of looking around and going, right, what other brands can we sort of reflect on or kind of learn from. But it's amazing that we, when you go away and have a think about it there's lots of kind of smaller brands that are really very cool but I suppose at the time you kind of defer to the big ones.

**Male speaker:** Mmm.

**Tim:** And Apple do do it very well.

**Male speaker:** They do.

**Male speaker:** And talking brands...

**Male speaker:** Sorry, I just need to say...

**Male speaker:** Yeah, yeah...

**Male speaker:** So we'll pick up from, I just need...

**Tim:** So, Ben, enough gadget talk.

**Ben:** Sure.

**Tim:** Tell us about your favourite website that is...actually I'm going to change my question now.

**Luke:** Let's pick one that's relevant to our listeners that...

**Tim:** Correct. I mean, I like marketing products, I like productivity tools.

**Male speaker:** Yep.

**Tim:** Something that's going to improve people's business life.

**Male speaker:** Sure. What have you got?

**Male speaker:** There's a bunch of them that I could recommend. Probably one that's just generally useful that a lot of people should be using, if you just go to [google.com/reader](http://google.com/reader) and what you get is the Google blog reading tool, which probably sounds really geeky, but what you can easily do, if you use that tool you can use it for brand monitoring, you can set up a little search so that if your brand name is Allison Monkhouse Funerals, you can put that as a search phrase and anybody anytime talks about that you'll come into your blog reader as a feed. You can setup just the blogs that you're interested in and it becomes this one central hub that you go and check your Google reader account and everything flows back into it. And it's a great way of both keeping on top of your topic matter, so you're an expert, but also monitoring your brand. And from a general use perspective, I think that's a pretty hot...

**Tim:** Okay.

**Male speaker:** ...hot little tip.

**Tim:** Give us a few more, you sound like you've got a few productivity tools up your sleeve.

**Male speaker:** If people are running projects, so they're managing lots of people around the place, websites like Basecamp.

**Tim:** Yeah, it's cool, isn't it?

**Male speaker:** Is good. There's another one that we use internally for our projects and just love it, called Pivotal Tracker. If they go to Pivotal Tracker, that's good. Yeah, so they're sort of some productivity ones.

**Tim:** Okay. All right. What about any kind of...do you use Jing, screen capture...

**Male speaker:** Yep.

**Tim:** ...technology or?

**Male speaker:** Yep. We use Jing and Jing is for any user is great. It's just a way to capture your screen. But often what you'll...what I use Jing for effectively is if I need to critique something, so if I'm looking at something visual, whether it be a website or some graphics, it's hard to often mark it up and put little arrows everywhere, and you can do that with Jing, but it's often very easy just to grab a video, like you press go on Jing and it will record what you say and the movements of your mouse and you can move your mouse around and point to things and scroll up and down and basically the other person gets a little video and it's like they've seen what you use. So that's really handy. Other little tools that we're using a lot, there's just a common tool that a lot of people use called GoToMeeting, which lets me just share the desktop of my computer. And so we do a lot of coaching that way. We'll be teaching

somebody something and we'll bring up our screen and run through a presentation and show them some software and whatever else. Those sort of productivity tools we're getting a lot of use out of. And if I can plug one little Mac tool?

**Tim:** Go for it. Here we go, Lukey.

**Male speaker:** There is, if you are doing any sort of training, if you're training people how to do stuff there's a piece of software called ScreenFlow. ScreenFlow is the reason that I became a Mac user. It is fantastic.

**Luke:** It is very cool. I've used it and recommended it to you before, Timbo.

**Tim:** Yeah? Is that the one where you sit down the bottom right hand corner and you can visually...

**Luke:** Yeah, (41:02), yep.

**Tim:** Yeah, right.

**Male speaker:** Yep.

**Tim:** Yeah, that is cool.

**Male speaker:** Yeah, that's very cool.

**Male speaker:** So ScreenFlow is like, it allows you to...you can basically...it's like Jing but you actually can see the person who is providing the instruction. So...

**Male speaker:** Yeah, ScreenFlow...whereas Jing is good for the quick nonprofessional video, just between two colleagues, Jing enables you to get essentially very close to professional video in terms of a training presentation. Once you've, you know, spent an hour to learn how it works, create it in really quick time. It's really taken...made what you would all, you know, it's taken a whole bunch of work that you'd have to go to professionals to before, and so you'd never do it for cost and time and everything else and bought it in-house and so you can produce really good quality materials, high quality stuff, you know, just off a very, off a, you know, a one or two thousand dollar Mac.

**Tim:** Wow, cool. Lukey, any other questions for the lads?

**Luke:** What do you see in the future for Market Samurai and your marketing efforts?

**Male speaker:** I think I mentioned to you, I think, the...our vision for Market Samurai, even though it's known as a keyword research tool, is to really make it the kind of thing where you've got this great idea for a website or a niche or, you know, just a, you know, a business and to sit down with our product and after spending a couple of hours with the tool using all the different modules, actually walk away with a website, a domain, some content on your website, some links that are going to come in and build up your website and really give you an ability to really sort of, you know, produce businesses almost at the speed of thought, that's where we really want to go to with the tool.



**Tim:** That is very cool. And I'm not sure whether it's...we were talking about this on the way up in the car, Luke, but I'm not sure whether it's too advanced for the general populous, but the idea of buying a domain name and then having the opportunity to develop it, add value to it quickly and easily and then having the ability to either enjoy some advertising or affiliate revenue offered or flip it. That was a bit of an in joke. If you listened to our last podcast, Luke is going to flipper.com. But, yeah, that is big time. You know, I own 100 domain names plus and, you know, it does my head in to think that I just really don't have the technical knowhow or really wish to sit in front of a computer for hours and develop.

**Luke:** And not to turn this into an advertorial but I think one of the great things about Market Samurai is it allows you to do your research before you actually go and spend your ten bucks on a domain and find out if there's need to. So that's definitely one of the things I've liked about the piece of software.

**Tim:** Yeah. You've given the old Samurai boys a bit of a pump.

**Luke:** You know, this is why we get people onboard. They've got a good product and they've certainly done some good marketing.

**Tim:** Oh, that's lovely. That's lovely. Anything else you want to say to them?

**Luke:** That's all from me, Timbo.

**Tim:** You sure? Give them something.

**Luke:** Guys, thanks very much for coming in. Appreciate your time.

**Male speaker:** Yeah, good on you fellas, thanks.

**Male speaker:** Absolute pleasure. Thanks for having us on.

**Male speaker:** Thanks for having us.

**Male speaker:** When's that product going to be available?

**Luke:** So, Timbo, that was the guys from Market Samurai.

**Tim:** Mate, it was. And I geeked out a little bit, got a bit cross eyed every now and then, but that's okay. That's okay, I'm allowed do that.

**Luke:** Yeah.

**Tim:** You held the ship.

**Luke:** I loved it.

**Tim:** You did love it. It was just right up your alley and like...

**Luke:** My kind of boys, so, yeah.

**Tim:** Yeah, yeah. It was like it was podcast porn for you, wasn't it? I think I've mentioned porn twice in one episode. One about the mo.

**Luke:** Yeah.

**Tim:** And now about that. But we'll let that go.

**Luke:** Yeah.

**Tim:** iTunes hopefully won't hear that.

**Luke:** Yeah.

**Tim:** Is it a bad week? Hey, what I did want to say, one of the things I found myself saying a little bit during that interview was this notion of layman's terms and how we should kind of...and it was particularly in relation to the content writing. It's really important to me, I remember...early days in advertising I had this boss and, you know, I'd bring in copy and he'd say, Timmy...

**Luke:** Copy, not coffee.

**Tim:** Yeah, yeah, coffee as well. Very clever, very quick, Luke.

**Luke:** Thanks.

**Tim:** But I'd bring in copy and he would say, you know, Timmy, what does that mean or what does that mean and I'd sort of look at him and go but you know what it means and he'd look at me and goes, I might know what it means but will our readers or clients or customers who we're trying to sell to know what it means. And it really taught me a great lesson, which was just keep your sales copy, all your copywriter, your web copy, whatever it is, simple.

**Luke:** Yep.

**Tim:** And clear. As if you were writing to a friend.

**Luke:** Friend, yeah.

**Tim:** So really important to me. And that's why I...I try not to dumb things down too much...

**Luke:** Yeah.

**Tim:** ...but I do try and bring it down to a level that may be like...they always say like an eight year old will understand, maybe a bit older, but.

**Luke:** Yep, yep.

**Tim:** So, yeah, good interview, Lukey, you did love it. Hey, Haul winner.

**Luke:** Yes.

**Tim:** We've got a drum roll.

**Luke:** Adam Georgio. Congratulations, Adam, you are the winner of the Haul MacBook sleeve.

**Tim:** Wow.

**Luke:** So...

**Tim:** That's a good prize.

**Luke:** Yeah, it is, it is indeed, very cool.

**Tim:** Yeah, very cool, yeah, yeah. We won't say it again...

**Luke:** No.

**Tim:** ...but we do want one.

**Luke:** Yeah.

**Tim:** So what it is, it's a MacBook sleeve made out of a mobile billboard.

**Luke:** Yep.

**Tim:** So they're unique. There's not two the same.

**Luke:** No, indeed.

**Tim:** So well done, Adam. Thanks for leaving a review on iTunes. It was a ripper review.

**Luke:** Yep.

**Tim:** Clearly showed that he'd listened to the show and really was benefiting from it and he's from...was he from Salsa Studios or something?

**Luke:** Yes. Which sounds like a web development agency so...

**Tim:** Or a dance company.

**Luke:** Thanks for listening, Adam. And another thing, we're going to offer three licences to market Samurai software.

**Tim:** Ooh, nice.

**Luke:** If people leave a review. Make sure you please leave your review and send us an email once you have, telling us that you've left a glowing review.

**Tim:** Where do they email to?

**Luke:** They can email it to [questions@smallbusinessbigmarketing.com](mailto:questions@smallbusinessbigmarketing.com).

**Tim:** Okay, so that's a written review on iTunes. It doesn't mean it has to be a glowingly positive review, Luke.

**Luke:** No. Constructive.

**Tim:** Constructive. You know, we're open to...well certainly Luke has got thick skin. I get a bit upset, don't I?

**Luke:** Yeah, sometimes.

**Tim:** I'll try not to.

**Luke:** Yep.

**Tim:** But just leave a review on iTunes, written review. Last but not least, Lukey, Bali, a healthy approach to marketing, April 11 to 16, 2010.

**Luke:** Yep.

**Tim:** 2010. I would love to see some listeners come along to that.

**Luke:** Definitely.

**Tim:** And if you do, listeners, come along, register to come along to this retreat, then Luke and I are going to give you a free spotlight. And spotlight is our product where we review your business and make an entire show just on your business and giving you marketing tips and tricks. No one else gets to hear it, we send it to you as an audio file. Normally \$497.

**Luke:** Indeed.

**Tim:** In this case, gratis. Is it gratis?

**Luke:** Gratis.

**Tim:** Free, guys. All you need to do is register and come along on a healthy approach to marketing in April next year. You can go to [healthyapproachtomarketing.com](http://healthyapproachtomarketing.com), check it all out. It is my, probably my biggest marketing workshop retreat for the year. That includes a whole lot of wellbeing stuff. For the one off price you actually get like accommodation, all your food, all your board, we get massages and meditation and yoga and, gosh, the list goes on, mate. It's going to be...

**Luke:** Sounds fantastic, Timbo.

**Tim:** And, Lukey?

**Luke:** Yes.

**Tim:** You're not coming. Only because you're working. I'd love you to be there. So, yeah, that's a freebie. If you're a listener...

**Luke:** If my boss is listening by the way. No.

**Tim:** Can I go? It's just after Easter actually so you could tag it on.

**Luke:** Yeah.

**Tim:** But, yeah, look, do register. Just indicate when you register, when you email me to say that you're a listener of the podcast and we will put your business in the spotlight and you'll get a 20 minute show, small business big marketing show, 100% based on your business after we've asked you a few questions.

**Luke:** Good stuff, Tim. I think that's about enough from you about that.

**Tim:** There's a lot of it, I know.

**Luke:** You've given it a fair hook.

**Tim:** I have. Thanks, Luke. Thanks for just being so kind and generous.

**Luke:** No worries, mate. Guys, thanks for listening. We look forward to catching up with you next time.

**Tim:** Later.

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