

10 Marketing Nuggets to Help Grow Your Business (Part 2)

Ms Evancich: This is the Small Business Big Marketing show with Tim Reid and Luke Moulton. This show is lovingly put together for small business owners by small business owners to get practical ideas about attracting more customers more often. So, if you're serious about building your business strap in for the ride. Now, here's your hosts, Tim and Luke.

Tim: Lukey, Lukey, Lukey. Welcome back to Small Business Big Marketing.

Luke: Dot com.

Tim: Dot com. Say hello listeners.

Luke: Hello listeners. How are you going?

Tim: Hello. Hey, don't forget this is the show that ... we basically make marketing simple, Luke, I would say. Because that's our little kind of ...

Luke: We certainly do.

Tim: ... tagline.

Luke: And we try to give people tips to essentially bootstrap their marketing, Timbo.

Tim: I don't think we could make marketing difficult. We're not that smart.

Luke: No.

Tim: You know. I've actually been listening to a great podcast that is called Six Pixels of Separation. And they ... well they are a little bit of ... they're the ... they're the marketer's marketer.

Luke: Yep.

Tim: Yeah, those guys. So if you want a bit more ... if you want a bit more intellectual marketing beyond Small Business Big Marketing head over to that. Why did we promote them, Luke? No, they deserve it. You've got to share it around. There's enough to go around, isn't there?

Luke: Correct.



Tim: Lukey, what's on your mind?

Luke: Timbo, I've actually been working on doing a bit of a campaign for Flippa because we're turning one, actually it's our first birthday.

Tim: Oh, beautiful.

Luke: So and, you know, maybe there's a bit of a tip in that, you know ...

Tim: I hope so. I hope so. I hope it's not a promo.

Luke: No. Celebration your successes, I think.

Tim: Yeah, I agree. Yep.

Luke: And, you know, no one else is going to turn around and congratulate you on one year.

Tim: Yeah, yeah.

Luke: So congratulate yourself.

Tim: Make it valuable to the client though, not as a navel gazing exercise.

Luke: Don't worry, we are indeed.

Tim: Yeah, yeah. I think it's ...

Luke: We're actually giving away ... going to be giving away some credits, so.

Tim: That's a good idea. And in fact if you've won an award, celebrate that on your packaging or your website.

Luke: Yep.

Tim: And if you haven't won an award, enter an award. Enter something that gets you an award. Because it is an important ... it's an important thing to be able to share.

Luke: Timbo, we're giving away more tips and we said there'd only be ...

Tim: I know. I know. This is the second part of a two part show, listeners, that we started last week and it's ... but you didn't ask me what's on my mind.

Luke: Timbo, what's on your mind?

Tim: I've started blogging again on SmallBusinessBigMarketing.com.

Luke: Look out.

Tim: Yep, look out, because there it is. Little blogs. Little ... little ... I was going to say nuggets, but these are nuggets. But just little stuff that's on my mind. When I see ... when I see marketing that really disappoints me or really excites me I'll just ... I might take a photo of it and comment on it.

Luke: Yep.

Tim: And there's a few posts up there now and we're back ... so back blogging. I love that.

Luke: And just on that, another tip I suppose.

Tim: Yeah.

Luke: There's a pretty cool iPhone and iPad app to make blogging easy. It's called BlogPress.

Tim: BlogPress.

Luke: Yes.

Tim: All right, okay.

Luke: It's what I've been using, which is pretty cool.

Tim: Your little baby iPad that would be now, what, a week old?

Luke: Yeah.

Tim: A week and a bit old.

Luke: Just a bit younger than my daughter.

Tim: Lukey, the other thing on my mind, the intensive is going beautifully after that price drop.

Luke: Yep.

Tim: It wasn't an easy thing to do, you know, to drop the price so drastically and to air it on ...

Luke: Yeah.

Tim: I can't say national. What do I say? On a podcast. To the world.

Luke: Worldwide podcast.

Tim: Yes, yes, coming at you. Going well, listeners. There's only a few days now, if you're listening to this fresh off the shelf, there's only a few days before the early bird discount finishes.

Luke: Yep.

Tim: And then the price does go up a little bit. But hope to see you at the Caulfield Racecourse in August for a two day Small Business Big Marketing intensive which you can check at SmallBusinessBigMarketing.com. Yes.

Luke: And, listeners, if you ... if you actually want to check out our setup, how we actually record these podcasts ...

Tim: Yes.

Luke: ... go to SmallBusinessBigMarketing.com. We've actually taken a photo of us essentially recording. We've got ... we've got a MacBook Pro, we've got a microphone and we've got a couple of iPads. We've got ... basically it's ...

Tim: Oh, Lukey.

Luke: ... it's an Apple outfit.

Tim: This is an Apple store. This is an Apple store. You could just come in here. There's a photo of it. We're doing this show out of my lounge room. A lot of the shows ... most of the shows we've done out of the studio but when we don't have access to the studio it's either your den ...

Luke: Yep.

Tim: ... of inequity, or my lounge room with my beautiful boy sitting on the couch playing with an iPad, loving it and being quiet as we record. Jack, that's enough. Now, Lukey, in our last show we started to share a lot of kind of really practical stuff and we ...

Luke: Yes, Timbo.

Tim: They were out top ten marketing nuggets to get you some instant interaction with your clients and prospects and we shared five.

Luke: Yep.

Tim: At the end ...

Luke: What were they, Timbo?

Tim: Well good question. Get onto Formspring.me.

Luke: Yep.

Tim: Schedule your Tweets using a client such as Hootsuite.

Luke: Yep.

Tim: Book into a course. Don't stop learning. Be active in forums.

Luke: Yep.

Tim: And ask for referrals. Have a referral strategy.

Luke: Indeed. That was episode 24. So we're up to episode 25.

Tim: We kind of felt that we just were bombarding with ...

Luke: Yeah.

Tim: ... kind of lots of practical marketing advice.

Luke: Yep.

Tim: So we cut it in half.

Luke: So hopefully if you listened to episode 24, hopefully you've taken action on one of those points ...

Tim: Yeah.

Luke: ... and we're just about to share with you the next five or maybe more tips.

Tim: Oh, Lukey, Lukey, Lukey.

Luke: Timbo.

Tim: So here we go, back into Part 2 of episode whatever you said it was and I think you share tip number six.

Luke: Get speaking. Discover and find speaking engagements. Now, Timbo, you've also got a strategy on this.

Tim: I've got many ... well, hey, well first of all you and I as a result of this we've done a number of speaking engagements. We've got some great ones coming up. I think we might have mentioned we're doing one at the City of Yarra. If you're from the City of Yarra in Melbourne and a business owner, we're speaking to business owners in that area in August.

Luke: Yes.

Tim: Lukey, I found out last Friday that I'm speaking at Flying Solo live.

Luke: Wow.

Tim: Four hundred people at the Sydney Technology Park in, I think it's September. Check it out, flyingsolo.com.au is a great website for solopreneurs. That came about because I asked.

Luke: Yeah.

Tim: You know.

Luke: Yeah.

Tim: I've got ... you know, I've got a number of speaking engagements coming up. I think speaking is possibly the cheapest marketing strategy you can do.

Luke: Yep.

Tim: Possibly.

Luke: And it doesn't necessarily mean having to stand up in front of 400 people.

Tim: No.

Luke: It can also be doing a webinar or setting up a joint venture with someone offering a complementary service to yours.

Tim: Correct.

Luke: You can ... you can offer a webinar to your list.

Tim: Yeah, yeah, absolutely. I mean, people, yeah, we ... people are scared of public speaking. There's so many ways of overcoming that, that's another show in itself. And in fact we should do one because public speaking ... and in fact we are going to put a link in the show notes, listeners, to a lady whose course I've done, Joanna Martin. If you want to learn about public speaking and about selling from stage in a really practical way there is no better way than ... than ... than following Joey.

Luke: Yeah.

Tim: Joey's advice.

Luke: Yep.

Tim: So get out there. How do you get speaking engagements? We will put a link in the show notes. Another ... another lady I met on Twitter only last week has written a whitepaper on how to find speaking engagements. Approach companies that you know and offer to speak at their next conference, networking groups, BNI groups, your favourite, chamber of commerce groups. Just ask, "Would anyone like me to speak at an upcoming function?"

Luke: Yep.

Tim: And it builds your profile. Joey Martin talks about this invisible line in between the audience and the stage and it's the line of expert. And once you cross that line and get up on the stage, rightly or wrongly you become the expert. And that's a good thing because people start to then go, ooh, maybe they know a fair bit about what it is they do, I'll buy off them.

Luke: Yep, good one.

Tim: So that's a good one, Lukey.

Luke: Timbo.

Tim: Number eight in our top ten marketing nuggets ...

Luke: Hang on, you ...

Tim: ... to get you some ...

Luke: You're skipping ahead.

Tim: ... instant interaction. What have we got?

Luke: You skipped seven.

Tim: Oh, we did skip seven. Well you said number eight.

Luke: Did I?

Tim: Yeah. I don't know. Number seven, networking.

Luke: Networking.

Tim: This is ... when I say networking, get a bit bored of networking. However, you know, when I say bored, you read any marketing book and it says, oh, you've got to network, you know, got to go to your chamber of commerce and network.

Luke: Yep.

Tim: And I ... and I've said it before, there's an element of cringe factor around networking for me.

Luke: Yeah.

Tim: You?

Luke: Yeah, that's a bit of ... there's a bit of wank factor.

Tim: I thought you said wank factor there for a minute.

Luke: At the risk of ...

Tim: Getting another explicit.

Luke: Yep.

Tim: Hey, live the dream, don't worry about it.

Luke: Yeah.

Tim: I have met a fellow recently, Craig Wirral, the house calling lawyer. And I met Craig on LinkedIn and ...

Luke: House calling lawyer?

Tim: The house calling lawyer. Isn't that a great name?

Luke: It sounds worse than Jehovah's Witness.

Tim: Don't say that. He's a big guy. He'll come and get you.

Luke: Ooh, sorry.

Tim: Sorry, Craig. Craig is a networking machine and only in the last couple of weeks he's taught me some really good advice. Inadvertently we've been to a networking function together.

Luke: Yep.

Tim: Which he invited me to. We had a feed only the other night after that networking function and just watching Craig in action, he's not everyone's style but he does go to networking functions with the aim of networking, yeah, of getting business.

Luke: Yep.

Tim: Now, that may sound obvious but in fact I also saw a person, and I was observing a person at the same networking function who just stood in the corner and sent text messages out or Tweets out or something.

Luke: Yep. That's not networking ...

Tim: Well why go?

Luke: That's social media.

Tim: That's not even that. I mean, it's like, mate, don't be there, you know.

Luke: Yeah.

Tim: Get home, hug your cat. So there is ... there is a skill to networking. I don't like small talk despite the fact that, you know, that ... no, I don't. I mean, I like to have a chat but what I do at these networking functions is get your elevator pitch down to a fine art, tell people what you can do for them really briefly and I finish all my little one minute spiels, which a lot of these network functions have, by saying, "If you have a marketing question please come up and ask me tonight." And what invariably happens is you have a little line of people who are ready to start talking about good stuff, not small talk, not the weather.

Luke: Yep. Yep.

Tim: Yeah, so I do like the old networking. And I can see ... clearly I can see more of its value than I did maybe 12 months ago where I kind of ... because I didn't like the small talk thing I kind of avoided them.

Luke: Yeah, yep.

Tim: What about you, Lukey, do you like a bit of jabbering, jabbering away?

Luke: I ... one ... one danger I think of networking is ... is getting stuck ... getting stuck with the one person.

Tim: Oh, yeah. Yeah, yeah, yeah.

Luke: So, you know, it's one of those things where you just go, right, okay, cool, nice to meet you and ...

Tim: Well I think you do. I think ... I think you do. I think you've got to be conscious of the time. Invariably a networking function is an hour or, you know, maybe an hour and a half at the longest, it shouldn't be any longer. And just, you know, have a conversation. You don't have to be rude about it but ...

Luke: Yeah.

Tim: ... move on.

Luke: Yep.

Tim: Be conscious of the fact that this is not a cocktail party where you can talk all night.

Luke: Yep.

Tim: You are there for a business reason.

Luke: Oh, actually going back to one of our earlier points, Timbo, I certainly find it easier at courses, like when you're there for a couple of days.

Tim: Yeah.

Luke: Because, you know, you ... you go and ... you go and have a break, you get a coffee and you get to see different people at different times of the day.

Tim: Yep.

Luke: You might sit next to someone different and you get to share yourself around without ...

Tim: Yep.

Luke: ... blatantly having to ... to walk up to every Tom, Dick and Harry and shake their hand ...

Tim: Yeah, absolutely.

Luke: ... and give them your business card, so ...

Tim: I'll give you a little networking tip for when you go to a course. Be the first person to grab the microphone when they say any questions. Stand up and introduce yourself in an interesting way.

Luke: Yep.

Tim: And I don't know why, but there is a little bit of magic about whoever that first person is that asks the question, oh, gee, they're courageous and ...

Luke: Yeah, ballsy.

Tim: Ballsy, yeah, yeah, you know. So a little additional networking tip.

Luke: Yep.

Tim: Lukey, number eight?

Luke: Back to a bit of online marketing here, Timbo.

Tim: Yes. A bit of geek stuff here, a bit of tech talk.

Luke: Optimise the page titles on your website.

Tim: Oh, what's that?

Luke: Now, what does that mean?

Tim: Correct.

Luke: Well when you have a website open, if you're using ... if you're using Firefox or IE ...

Tim: Yep.

Luke: ... you will see in the ...

Tim: IE?

Luke: Internet Explorer.

Tim: Right.

Luke: The very very top of the screen is a page title and it should have ... certainly should your business name but that should be different for every one of your pages and it should be optimised to your keywords. Now this is ...

Tim: Yeah, right, okay. So now we're getting ...

Luke: Now ...

Tim: Yeah.

Luke: Now we're getting into dangerous territory ...

Tim: Yeah, this is ...

Luke: ... because I could bang on about this for hours.

Tim: Yeah, I'll just go and get a coffee.

Luke: Yep. Anyway, you should ... you should know what people are typing into search engines to find your services.

Tim: Yep.

Luke: They should be your target keywords. Those target keywords should be in your page titles. That's about as simple as I can make it.

Tim: Yeah, no, that's fair enough. And there is a ... there is a good tool Domain Samurai that helps you identify ...

Luke: Market Samurai.

Tim: Market Samurai.

Luke: Yep, we've had those boys ...

Tim: Yeah, we have.

Luke: ... on before.

Tim: We'll put a link in the show notes to those.

Luke: Yep.

Tim: Because that is actually a really simple cheap tool that will allow you to identify keywords that are completely relevant to your business. So what you're saying is basically, I mean, a website is just a list of ... a series of pages, that's all it is.

Luke: Yep.

Tim: And you're saying that every single page at the very top of the browser ...

Luke: Yes.

Tim: ... there is the opportunity to put a page title.

Luke: Yes.

Tim: The lazy web developer will put a series of number or letters or code that has no meaning to anyone except him or her but the smart web developer will put a series of keywords and phrases ...

Luke: Yes.

Tim: ... that are specific to that page.

Luke: Yep.

Tim: So that when the Google spider goes, "What is that page about?" and the first thing they do is look at the page title ...

Luke: Yep.

Tim: ... it goes, "I know exactly what that page is about."

Luke: Yes. The other thing you need to think of with ... with your page titles as well is they're the things that appear in Google's results, the blue ... you know, with every result in Google ...

Tim: Oh, yeah, yeah.

Luke: ... there's a blue line.

Tim: Little blue line.

Luke: So not only optimise it for your target keywords ...

Tim: Yep.

Luke: ... but optimise it to sell as well.

Tim: Okay. Lukey, this is wonderful advice and I know how important this advice is in getting you to the top of the Google, not someone ... not something everyone can just wander into their ... the backend of their WordPress content management system and change.

Luke: Actually if they have WordPress it's very easy. But ...

Tim: Yeah, yeah, it is, yeah.

Luke: Yep.

Tim: Okay. But let's just assume that, you know, basically the action here is call your web developer and say ... what's the question, are my page titles optimised?

Luke: Yeah, well first thing is look at your page titles. If they're all the same.

Tim: (15:03).

Luke: Yeah, you need to ... you need to optimise them. Then call your web developer.

Tim: Yep.

Luke: And say, "Can we do it and how much is it going to cost?"

Tim: Yeah. And it shouldn't cost a lot. I mean, that's a ...

Luke: No, not at all. If you ... if you tell your web developer ...

Tim: It's an hour's work.

Luke: Depending on how many pages in your website.

Tim: Yeah, yeah. Sorry, all web developers out there.

Luke: Yeah, if you tell your web developer what page titles you want changed it should be a fairly ...

Tim: Yeah.

Luke: ... quick and simple task.

Tim: Yeah. And, you know, that Market Samurai tool that we spoke about is not only great for identifying keywords for your page title but just generally keywords if you're going to do an AdWords campaign, if you're going to write a blog, if you're going to write copy for your website ...

Luke: Yeah, it can also ...

Tim: ... it's just going to generate ...

Luke: ... also track your rankings in Google as well for those keywords.

Tim: Yeah. So ...

Luke: So it's a very cool tool.

Tim: At the ...

Luke: I use it ...

Tim: At the expense ...

Luke: ... almost every day.

Tim: Yeah, you do like it. And hello to Ben and Eugene.

Luke: Yep.

Tim: From Noble Samurai.

Luke: And Brent.

Tim: And Brent.

Luke: Yes.

Tim: Didn't meet Brent.

Luke: No.

Tim: Now, Lukey ...

Luke: Next one.

Tim: Outsource, outsource, outsource. Listeners, we are giving you lots of work to do and hopefully there's just one little gem in there, one little nugget, as we've called these, that's going to get you ... get you interacting with your prospects a whole lot quicker and a whole lot more authentically. But we don't expect you to be able to do it all yourself. So you've heard of outsourcing, there's been many books written about it. Four Hour Work Week by Tim Ferris is probably the leader of the pack.

Luke: Yep.

Tim: But there is no reason not to outsource something. Whether it be to your ... whether you ... you might have a PA or a VA either here or overseas. Now, this is going to cause me trouble again, I just thought, as I say this. And hello to ... to my VA Nicole who is Australian.

Luke: And does a fantastic job.

Tim: And does a fantastic job. But, but, if you just want to do it on the real cheap then we're going to put a link to some ... our show notes to an outsourcing site that is called ... I think it's called ... I can't even remember what it's called right now but ...

Luke: Anyway, we'll drop it in the ... the show notes.

Tim: It is fantastic. And it shows you how to outsource a lot of the really really mundane stuff ...

Luke: Yep.

Tim: ... that will help you get some of these gems into action sooner rather than later. Classic thing being page titles.

Luke: Yeah.

Tim: I mean, that is a mundane job.

Luke: Good segue from the last one.

Tim: Yeah, yeah, it was.

Luke: And you don't ... don't think that you have to hire and commit yourself ...

Tim: Nah.

Luke: ... to a VA and ...

Tim: No.

Luke: ... be paying, you know, two, three, four, five hundred dollars a month. Go to Elance.

Tim: Correct.

Luke: I ... I have a couple of hobby websites.

Tim: Yeah.

Luke: And I don't have the time nor the inclination to continue adding content to them.

Tim: Yep.

Luke: So I can quite often get reasonable blog posts written for around \$10 each.

Tim: Yeah, well why wouldn't you?

Luke: Yep.

Tim: Lukey.

Luke: Timbo.

Tim: Outsourcing is a good one. This next one is simple and underdone.

Luke: Sure is.

Tim: What is it?

Luke: Email signatures, Timbo.

Tim: Number ten.

Luke: You have a pretty good email signature.

Tim: Thank you.

Luke: And you even put current offers in your email signature.

Tim: I do.

Luke: Very very clever, Timbo.

Tim: I do.

Luke: Yep.

Tim: Sometimes it scares me that I wonder whether by putting links into my email signature they'll end up in the spam box but ...

Luke: Yeah, I ...

Tim: ... it doesn't seem to.

Luke: I don't think so.

Tim: What?

Luke: You know, perhaps if you put too many.

Tim: Yep.

Luke: Maybe. But, you know, I ...

Tim: Or maybe like, you know, free porn.

Luke: Yeah.

Tim: You know, bang, spam.

Luke: Yep. Yep. We won't ...

Tim: No, no, that was ...

Luke: We won't use that as a keyword.

Tim: No, not a great keyword for anything.

Luke: Probably won't put that in the show notes either.

Tim: No, no, Luke. So the tip here on email signatures is it is an opportunity to promote your business.

Luke: And it's free.

Tim: Oh, yeah, it is free. And it is about ... it is about having it populated with content that not only has, you know, how are people going to find you. Yeah, put your postal address, name, title. But then ... and but don't crowd it with every single social media channel that you've ever come across.

Luke: No.

Tim: But maybe put your LinkedIn, your Twitter in there, your website obviously.

Luke: Yep.

Tim: Whatever you think is important and is going to share a bit more of yourself with those that you send emails to. And, yeah, as you say, I mean, I've got a number of email signatures which I just choose which one I'm going to send out to who and it has current offers in it, yeah.

Luke: Yep.

Tim: Seems to work really well.

Luke: Now, we did say ten at the start.

Tim: Correct. Correct.

Luke: But, you know.

Tim: Yeah, in ... in the tradition of Small Business Big Marketing under promise and over deliver.

Luke: Over deliver.

Tim: Lukey.

Luke: Yep.

Tim: So that is ...

Luke: That was always a ... I think that was always a Japanese mantra.

Tim: Was it really?

Luke: Yeah.

Tim: I've heard of ... there's ... there's modern marketing books coming out now that you say, over promise and over deliver. You know, all this stuff. Whatever. Whatever. But I think the under promise thing is a good one. We said ten. Here's number 11 which is under promise and over deliver ...

Luke: Yeah.

Tim: ... in everything you do, you know. Like I think the worst thing you can do is set someone up to have these hugely high expectations of your business delivery and then not meet them.

Luke: Yeah.

Tim: Whereas if you say this is what I am going to do for you. I have a logo designer, right. I have in my little team I reckon the world's best logo designer.

Luke: He is awesome.

Tim: Unbelievable. Now, he's not the world's best logo designer because he does the world's best logos, although he's right up there, right.

Luke: Yep.

Tim: He's also highly efficient. He also provides me with, you know, if I say, "Can I have five concepts?" he'll give me ten.

Luke: Yeah.

Tim: He then once it's finished provides them in every file type, he then does logos for all the different social media channels. He then does, you know, mono versions, colour versions, grey scale versions. I mean, it's just fantastic what he provides and subsequently that I provide my clients.

Luke: Yeah.

Tim: It's just a simple example of, you know, it blows you away.

Luke: Yeah.

Tim: And you just think, my God, what wonderful value.

Luke: Yep.

Tim: And at the end of the day marketing is about creating great value.

Luke: Indeed.

Tim: So that was number 11, Lukey. That is it, mate.

Luke: Yep.

Tim: That is it. We have rattled on. I hope there's been some gems there, or nuggets as we called them at the start. I think there ... I think there has been. We'll put those ... we'll put that list in the show notes.

Luke: Yeah, there's going to be quite a few links in there.

Tim: With the links.

Luke: Yep.

Tim: Yeah, there will be. And ...

Luke: So make sure you go to SmallBusinessBigMarketing.com and also you'll be able to sign up for 52 marketing inspirational tips.

Tim: Correct. One chapter of my book.

Luke: Indeed.

Tim: Every week.

Luke: Every week.

Tim: For one year.

Luke: Completely free.

Tim: Gee, we're getting a lot of signup. So what happens is, listeners, is not only ... sign up, give us your name and email. Every week for one year you'll get a chapter of Cha-Ching! for free delivered fresh to your inbox. But also in giving us your very precious contact information ...

Luke: Yes.

Tim: ... which we respect highly, you will be the first to know about things when we launch them or when we've got news.

Luke: Yep.

Tim: We should have done an email about Isabella. It wouldn't have been that interesting ...

Luke: No.

Tim: ... really for everyone but you. Is she on LinkedIn yet? I haven't got an invitation. So that is ... that's a good thing, go to SmallBusinessBigMarketing.com. Next week is going to be a listener show so please ... next week, yeah, well I think next week.

Luke: Yeah.

Tim: We've got to start doing these more frequently.

Luke: Yep.

Tim: If there is one email that we get consistently from people, Lukey, it is like, "Guys, I can't wait for the next show."

Luke: Yep.

Tim: A lot on Twitter, you know, "Love your show. Why don't you do it more regularly?" It's because it's sort of ... it's a labour of love at the moment.

Luke: It is indeed.

Tim: That's changing slowly.

Luke: Yep.

Tim: And it will become more frequent. But that's ... that's wonderful that people want to hear more of us.

Luke: We are certainly trying very hard, Timbo, to slot it into our very busy lives.

Tim: Oh, Lukey, very busy lives. Give me a break. Yeah, well, yeah, we do. I mean, it is ...

Luke: Please, come on.

Tim: Yeah, okay. You're busy. You're going to get busier too, by the way, as little Isabella starts to crawl and ...

Luke: Indeed.

Tim: ... you know, wants to go out and wants Daddy's money. So the other thing, so please go to the website, sign up to that, check the show notes, because there's going to be a lot of gold in these show notes. And also, and I know we keep saying this, but, you know, if there's one thing you could do for us, listeners, it would be to go to iTunes and leave a ... leave a little comment. It doesn't have to be five star 100% positive.

Luke: No.

Tim: Constructive feedback ...

Luke: Constructive.

Tim: ... is always welcome.

Luke: Yep.

Tim: As long as it's about Luke. But that would be ... that's a good thing and, as we've said, we're on Formspring now. We've got a Facebook, Small Business Big Marketing ... no, what is it? Facebook.com/ ...

Luke: SmallBusinessBigMarketing.

Tim: That is correct. So there's a whole lot of ways of getting to us. If you want us to come out and speak at an event or a function or something that you've got coming up in an association or a business that you may be connected with, we'd love to.

Luke: Yeah, indeed.

Tim: We would love to.

Luke: Timbo, I think that's about it.

Tim: That's enough, Lukey.

Luke: We'll catch you next time, listeners.

Tim: Join the intensive.

Luke: Indeed.

Tim: Hey. Big prize prop, Lukey. All right, listeners, until next time, stay healthy and happy.

Luke: Indeed. Seeya.

Tim: Seeya.

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

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