

Australia's leading Internet marketer, James Schramko reveals his secrets

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: Lukee, Lukee, Lukee, welcome back to Small Business, Big Marketing. Lovely to see your shining dial.

Luke: You too, Timbo. How are you?

Tim: Good, mate. You've got the Elvis thing going. You haven't had that for a while and a three day growth. Well, for you that's six months growth.

Luke: Great.

Tim: Mate, welcome back and listeners welcome to Small Business, Big Marketing. The show where we make marketing simple for the small business owner.

Luke: Indeed.

Tim: In doodly doodly. Lukee, if they haven't signed up at SmallBusinessBigMarketing.com what would you suggest they do?

Luke: I suggest if you would like to get 52 free and fantastic marketing ideas from Timbo's book, *ChaChing* go to the website. www.SmallBusinessBigMarketing.com and sign up there. You'll get one free inspirational marketing idea.

Tim: They will.

Luke: That's enough, gosh.

Tim: Going on. And if they do they they'll also get some—we're about to launch the academy and you'll be the very first to know about it if you do sign up there. You'll also get told when a new show is out and get the show notes sent to you. There's a lot of value there, Lukee, for not a lot of money. In fact, nothing.

Luke: Indeed and one other thing you need to check out is Flying Solo, Timbo.



Tim: The ol' mates at Flying Solo. The ol' people, that's not very kind. Our mates at Flying Solo. It's a great resource if you're a small business or a solopreneur. FlyingSolo.com.au is a ripper resource for all things marketing, finance, HR—what else, Lukee? Training, anything.

Luke: Yes.

Tim: Go on now.

Luke: Yes, go. They've got some fantastic forums and articles.

Tim: Lucas.

Luke: Tim?

Tim: Four Square from last show. Got a bit of traction.

Luke: Got a bit of traction.

Tim: A lot of traction.

Luke: If you haven't listened to the show go back and listen. Timbo actually calls someone in the United States...

Tim: Who decided to check in on Four Square via Twitter. They told me where they were so I rang them. And we've had a bit of traction. It's become a bit viral, Lucas, I would have to say.

Luke: It's getting there.

Tim: I did a number of others as well, two or three others. So, what we're going to do, listeners, over the course of the next few shows I'll post one on the show notes. So, if you go to SmallBusinessBigMarketing.com and click on pod cast in the show notes you will see a link to another one, another interview I did. Well, not really an interview actually. It was more a bit of stalking somewhat. Nicely.

Luke: Nicely, yes.

Tim: What else you got, Lukee?

Luke: Timbo, I'm very excited about the guest that we've got on today.

Tim: You are jumping ahead my friend. I know it's on mine. Let's get stuck into it, all right?

Luke: I reckon.

Tim: This guy is too good to keep.

Luke: Yes, James Schramko possibly, definitely one of the Australian internet marketers.

Tim: I reckon—I don't know. Up there, surely, one, two, three, up there in terms of internet marketing.

Luke: There are plenty of guys that choose to stay underground. Yes, there are that have massive website and networks. But James certainly shares a lot of his expertise and he's going to share some today.

Tim: Oh, man, is he ever. You know you and I let's kind of get some definition around some internet marketing because it's not about just going and making gazillions of dollars on the internet or...

Luke: By scamming people.

Tim: By scamming people although James does make a fair living on the internet, not by scamming people but by making amazing content. But this is an area that you and I have been incredibly excited about for a long time and are slowly but surely are getting into. Now, what we're talking about there, listeners, is about James is the master of content creation. Isn't he? How to create interesting value ads for any business.

Luke: Yes, and it doesn't have to be hard. I actually joined. After we interviewed him I went and joined James forum and learned a whole lot of stuff. I was able to create basically a free report for one of my websites in a matter of hours using repurposed content.

Tim: This is what I love about it. And James is one of taking massive action. He's not one of these people who sort of—he's certainly not a perfectionist. Haven't spoken with him and witnessed some of his sites. There was some work to be done but he's more the opinion to provide great quality product at the expense of not getting everything perfect. I really admire that.

Luke: Indeed. And if you're in a bricks and mortar business and thinking this doesn't apply to you...

Tim: You're wrong.

Luke: I would say think again. One of the golden rules particularly in, well obviously in online marketing and off line marketing is to build a list. And that's really one of James' golden rules, first and foremost, do the list. And the way he teaches how you go about that is fantastic. You know creating full reports, giving people, and offices great content.

Tim: Everything just comes so easily and what he does is explain to you how to create product whether it be an eBook, a free report, a video, a pod cast, or whatever it is and then repurpose it and give it away on your website. So, like most good websites these days and if you haven't my number one tip is to capture people's contact details as they first appear on their website. So, welcome them whether it be for a popup. James calls them light boxes. A little popup that says, "Give us your name and email address and we'll send you something for free," www.SmallBusinessBigMarketing.com and sign up there. You'll get one free inspirational marketing idea.

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Luke: He does it brilliantly. So, James is going to share some of his gold with us today.

Tim: Oh, yes, and making a very, very crunchy offer to those exclusive to Small Business, Big Marketing listeners, which we will share at the end.

Luke: We will.

Tim: And have a link to at the end of the show notes. This is an unbelievable offer. I've already bought it and it's amazing. Basically he will show you via, well, let's just touch on it now. He provides us a 12 DVD set, a brilliant workbook, and all his notes and shows you how to make the internet work for your business. That would be a fair summary of what he's going to give us.

Luke: That's an excellent summary and he's giving it to us at half price, basically, to our listeners.

Tim: And it's great. Lukee, it arrived in the post because it's 12 DVDs. I even took photos of it as I was unwrapping it. It's so beautifully presented. In fact, I've put together a blog post on it as well.

Luke: So, that was a good lesson in [inaudible] 7:08.

Tim: It was.

Luke: The products paging.

Tim: Yes, and James is not about selling physical products necessarily. A lot of his stuff is information based, knowledge based, but this is a physical product and it's brilliant. It's absolutely goodness me, you know, I've just got home every night, got the workbook out, and learned a hell of a lot.

Luke: Fantastic.

Tim: Mate, should we get into this because we are being what's the word? Evangelical about James Schramko. Lives in Sydney, four kids, wonderful wife, and living the dream. He starts off by telling us how he got there.

James: Hello.

Luke: G'day, James. Luke Moulton from Small Business, Big Marketing. How are you going?

James: Good. How are you?

Luke: Very well, mate. On here with Tim Reid. We are actually recording.

Tim: Hi, James.

James: How are you doing?

Tim: Good, mate.

Luke: All right. Now, Tim tells me he's actually listened to a couple of your web shows.

Tim: Now, James, this is going to be—I reckon you're the kind of bloke who likes cutting to the chase. Am I right?

James: Yes, very direct.

Tim: Yes, I thought so. And that's why in the last—I have come to know you in the virtual world in the last two weeks but since then I've listened to a two and a half hour interview you did with some American bloke and his misses. You did an hour and a have webinar with Joey Martin and I've listened to that. And let me tell you that you've got nowhere near that amount of time today. So, we'll allow you to cut to the chase but James why don't you introduce yourself to our small business listeners.

Luke: Yes, giving our listeners that. You're very famous in the internet marketing world and online world, James, but our listeners are small business people. Perhaps give them a bit of an introduction.

James: Okay. Well, this should be something they relate to. I used to run Mercedes Benz dealerships as the general manager. I had worked my way up to that role through the sales management type roles and after deciding that was great and I had a fantastic career on a \$300,000 a year salary and running a \$50 million, 72 staff business I decided to quit that and work for myself from home. And I've built an empire online on the exact same marketing and sales principles that I'd learned in the real world to websites and online businesses. So, now I help myself and other business owners to build and grow their businesses specializing in internet marketing and any sort of business growth strategy because they pretty much all translate across online. In the last year I generated \$1.3 million in my t-shirt, at home, and traveling all around the world. I work about four hours a day.

Tim: And I heard you boast on a recent interview. I think it was with the American fellow how many hours does it take you to earn a six figure income?

James: I can generate six figure income within 90 minutes these days.

Tim: Right. I'm sorry to hear that. Everything okay?

James: We'll get by.

Luke: Just going back to what you said because that's the interest. Well, clearly it's interesting to that amount of money but also our listeners are small business owners, bricks and mortar, online, service based, product based, all that type of stuff. Now, you teach internet marketing but your processes and the information that you share is also going to help—this is a question by the way—is also going to help those people maybe create a new revenue stream or create products that they can sell on top of what they're already doing. Is that right?

James: Absolutely. If I put it in simplest form what I do is I help businesses grow. And that could be one person at home part time trying to a second income or it could be a multimillion dollar business. The processes are identical. It's the same things that are going to help somebody grow a huge business or a tiny business. It's exactly the same processes.

Luke: And it's about building an empire. Is it also about passiveness, about not working as hard or is that for other internet marketers to [inaudible] 11:13?

James: It's absolutely about leverage. It doesn't matter if I'm talking to a company with 20 staff who are doing \$20 million a year or if I'm talking to a mom or a dad who want to grow their business from home. It's all about leverage.

Luke: Okay.

James: That's what the internet is so good at.

Tim: You better explain that. We avoid technical terms on this show. Luke's good at it but I'm not. But otherwise can you explain leverage?

James: Leverage is basically a way you can get a massive result with very little input. In other words, anyone who's got a traditional bricks and mortar business might be familiar with hiring a sales person. That sales person comes to work, they makes sales, and then they go home. What we look at is how we can turn our website into a sales person. So, if a business were to put up a website that helps them sale. Literally, can take a customer or visitor, turn them into a customer, transact money, and then deliver them the product or service. That is now an automatic salesman and it works 24 hours 7 days a week and you get it set up once and then it works continuously. So, I have now over 1,000 websites which are my automatic salespeople out there. So, it doesn't matter if I'm on holidays or if I'm actually sitting at my computer those websites are up making money and that's really the goal. Any small business can leverage their business online in that way.

Luke: A thousand websites all selling the same thing or you have a thousand different products?

James: All selling different things. I'm in so many different markets.

Tim: Not 1,000 different things?

James: I'd say there's more than probably 1,000 different things if you were to count some of the different categories on those websites.

Tim: But how are you creating the content?

Luke: I knew you were going to ask that.

James: I don't create the content. I have someone else do that and that's another leverage point.

Tim: Right.

Luke: I've actually been saying to Tim what a prolific content creator I think you are, James, and clearly you have a system for that.

James: I have a system from everything. I've even got a system for having systems. That is the key. This is the bottom line. You want to make everything else work without you and that's how I build my businesses. That's how I ran a car dealership. It had to work without me. That means you have to have processes in place that work by themselves. If you can do that then you've also got an asset that you can sell.

Luke: James, just coming back to one website to make it relevant to our listeners, can you run through the process without giving too much away. What do you have to do? You've obviously got to build a website. You've got to do SDA to drive traffic. You might be doing pay per click. You've got to develop a lead. Sammy is going to give me it.

[Buzz]

Luke: James, sorry.

Tim: That's our technical talk alarm.

James: Yes. Let's make it simpler than that.

Luke: Good, if you would.

James: Your website for a small business or a bricks and mortar business is just an online store. It's like their online shop front. It's the same as the yellow pages or the newspaper advertisement. It's their online presence and all we want to do is think about who's coming to visit that website. To do that we think about our perfect customer and use things to attract our customer. We could call it bait if you want to make it like fishing. Say we're a tiling business. We could put the seven tips for tiling your own house or whatever and give away report or an information type thing like a

podcast or an interview and we get our perfect visitors coming. Now, we can buy traffic, so we can pay for people to come and visit us or we can have people come and visit us for free if we do other things like submit press releases for example.

Once they get there then our job is to build a relationship with them and to incentivize them to do the action that we want them to do. Now, that could be to pick up the phone and call us. That could be to fill out a form that we could then follow them up or email them or get them on the phone. It could be to visit our store or it could actually be to buy something right then and there. That's the simple system we want to set up.

Tim: And you're saying that this system that you have you've developed and tested over time, refined over time, is relevant to any type of business in the world?

James: Any business. I tested this at Mercedes Benz with talking to multinational conglomerate type business. The same principles I was using for a Mercedes Benz dealership work for me if I wanted to sell anything that you can think of online. It's exactly the same formula from basically setting it up with the right system, the way that you market to it, the way that you put information on the site, and then what happens to the process of someone coming to that site to end up giving you money. It's the same process. It doesn't matter whether you're big business or a very small one time operator.

Tim: When you talk to the people who you're targeting, James, particularly in this area of giving them this product or systems tool that you're talking about what are their major hurdles? Is it about the content creation? Is it about not being able to have a list?

Luke: Time.

Tim: Time. What do you find? What do you see is the biggest hurdle?

James: Almost every small business owner is so busy running their business they don't have to even understand what's important to them about the internet or not. Most of them realize they need it because the yellow pages is less effective now. Most of them already spend money on advertising and they want to go online they just don't know where to go. So, probably confusion about the right things to do is probably the most common objection. Once they understand that they need to do it and they do some basic research it's about they just don't know how to set it up. Once it's set up though they don't have to do much so I have quite a good business where people come to me and they just pay me to look after it for them. So, that's a nice done for you situation so they can focus on whatever they do. So, I have solicitors, car dealers, dentists, those type of clients are happy for you to do the work for them.

If people want to do it themselves quite often they'll have an in-house person who's responsible for this and the faster they can get the good information and the faster they can implement the right things the faster they get the results.

Luke: So, you're saying that you've got clients that you actually do the work for and charging them what \$500.00 a load, James?

Tim: James has got a system that does the work from his clients.

James: That's exactly right. I take a middle man position.

Luke: Yes, okay.

James: Basically I found the best suppliers that I was using myself. I road tested them. I tried them all out. I've picked the ones that work really well. And then what I do I basically set up a system to collect the orders and then a system to deliver the work. That's another example of leverage. So, I found the best web developers in the world and they are basically US based and I set up a website business. And then I found the best traffic team in the world who could send traffic to your site and I teamed up with them and they basically deliver traffic. So, now anyone can basically plug into that system.

Tim: How?

Luke: I'm actually testing the little product at the moment. I've actually ordered from James.

Tim: I bought 12 DVDs which I got yesterday.

Luke: We're both customers, James.

Tim: James, how do they access what you just talked about?

James: Well, basically there's one website called Super Fast Websites and that's where they can order websites at wholesale prices. And the other website is called SEO Partner. And SEO Partner, again, it's a wholesale traffic supply service. It's about as cheap as you can buy it. What a lot of my students do is they double the prices and sale that to the retail businesses, to the bricks and mortar shops.

Tim: Right.

James: So, anyone listening to this is basically having access to what they could get for about half the price if they go directly.

Tim: And like Super Fast Websites is that a place where you can actually get design and development?

James: Yes. We custom build from scratch.

Tim: Okay.

James: So, if someone said, "Okay. I have a bath and tub store. This is my current website or I don't have a website but I want one." We ask them, "Okay. What do you need it to do? What would you like it to look like?" We give them samples to choose from and we build it from scratch. We hand install it and we customize it. We send them markups and they say, "Yes, I like this and I like that." We build it and deliver it to them. That process takes a week or two. And then once they get it it's done and it's set up and ready to go.

Tim: James, in the spirit of Small Business, Big Marketing, which is our show, we are fairly transparent. Aren't we, Lukee?

Luke: We are.

Tim: One of the things we've done, we're probably an ideal client, one of the things we've done well is over the course of the last 12 to 18 months created a show that a lot of people listen to. Hello, to you listeners out there. What we haven't done is monetize it very well. We know that people want to work with us. We know that people want to get more of what we have to say but we haven't monetized it very well. We have—I've written a book. If you go to SmallBusinessBigMarketing.com you get a free chapter a week for 52 weeks after that we're kind of at the edge of the cliff. Aren't we, Lukee?

Luke: In our defense, Timbo, we're building a membership site.

Tim: We absolutely are.

Luke: But whether it's about time, motivation, or we don't have the system to build the content.

Tim: What's James advice? Here we are building a great global listening audience. What would you say to us?

James: I'd say you go to page 65 of that workbook from the DVD course that you just bought because on that is the million dollar blueprint. When I say that I've literally got more than a million dollars a year from scratch following that. That basically shows you what to do. You've got the authority blog, you've got your website, you've got your free give away, you need to have that recurring monthly program which is fantastic, and everything should point towards that. Now, what you need to do is go and get your episodes and podcasts from each week and make sure that those episodes are transcribed into a PDF report. You pop them out there onto a PDF sharing site and you have them put into articles and you also put your pictures to the podcast and video sites like YouTube pointing back to your website. There are all these ways that people can find you. Once they find you, they get your free stuff, you build a relationship with them by continually sending them podcast recordings and then you ask them if they'd like to buy some of your prior level solutions.

Then, the next thing that you can do is team up with some really good suppliers and offer their products and services for a little bit of commission. Basically, if you do that few different times you'll start to get a nice revenue. I think that's probably how you found me in the first place is a few of the suppliers had got together and decided to promote good information and they get a small commission for recommending that. It's exactly like a normal shop.

Luke: Fantastic stuff.

Tim: Go on, Lukee...

James: Can I give one more tip?

Tim: Yes, go.

Luke: Please do.

James: You should hold a workshop as well for your best clients. When they come along you share all the things you've learned over the last year. Just give them the best information you can and charge a small fee so that you get good quality people there and record it. Then, now you've got a home study course or a DVD set that you can sell online, 27 hours, 7 days a week that gives people certain access to your recurring monthly membership.

Luke: Yes, right.

James: That's the way to go forward.

Luke: Good stuff. Now, James you have...

Tim: You just flicked that off as if it was just a \$2.00 bit of information, mate.

Luke: I know. Finally, enough we've just been to—Timbo and I have attended possibly a protégé of James', David Jennings, course recently. I know he's doing a similar thing.

Tim: He is, yes.

Luke: Doing it very well. I think it's a fantastic idea.

Tim: I think one of the things that small business owners forget is the amount of information they hold onto and keep to themselves and not realizing they can turn it into profitable content, James.

James: Fantastic point. I could walk into just about any store and ask them for their brochures, their past newsletters, any supplier information from a manufacture or wherever they get information from, and that can all be turned into content that drives the web. Really a website is a publishing platform so you can turn that into blog posts, reports, online newsletters, videos for YouTube. It's so easy to turn that content. When I say this I'm not saying you sit down and type this. I'm saying you hire someone in the Philippines to do this from about \$500.00 or \$600.00 a month. They'll work for you full time and they'll start putting some real meat on your website and making it an attractive place for people to come and learn about what you do.

Luke: James, you actually have a site—you've actually got an offering for our listeners where they can go and learn how to systemize these processes.

Tim: Oh, I love offers. Our last guest had a good offer too, Lukee. What do we got, James? What are you going to offer them?

James: What I did was earlier this March, so six months ago, I ran a workshop. It was \$4,000.00 to attend and we went for 3 days. And what I did is I actually called in my expert team to work with me who have learned from me and this information is excellent and I put together the entire formula. Over three days I went through it and we recorded that and we put together a nice mind map that pretty much shows you the complete recipe. It's like baking a cake. If you follow the mind map you end up

with a great business. We sell the recordings for that for about \$400.00 online but for your listeners we're doing a half price special.

Tim: Love that.

James: We put it up for \$195.00 and that gets you 12 DVDs shipped to your door, wherever you live unless you're at the North Pole that might cost more.

Luke: I don't think we have any listeners at the North Pole.

James: And we'll ship the DVDs to your door. And not only that we're going to include 60 days access to my community and in there that's where I answer questions every day. So, if you're interested in learning more from me that's the easiest way to access my information and you don't have to activate that until you're ready but it's just included. In fact, that normally sells for \$97.00 a month on its own so whichever way you look at it it's a pretty good deal.

Luke: Is that a forum type setup where you'll be in there answering questions?

James: Forum type set up where me and another guy who's a super underground affiliate of mine and one of the best internet marketers in the world in there and he's in Switzerland. So, between the two of us we can pretty much answer questions every single day.

Tim: So, we've got 12 DVDs delivered to your door, wherever you live, not the North Pole, you get a mind map mapping out the entire process, you get two months access to your forum where you are going to be, anything else?

James: Yes. You get a PDF copy of the workbook that we used in the workshop and you get a complete transcription. I've had one of my team sit down, watch every single DVD because I know that business owners are short on time, take notes, and they turned it into 75 pages of pure notes just from the event.

Tim: You're out of control. So, let me get that right. Is that course that you're--what's it called?

James: Fast Web Formula.

Tim: Fast Web Formula, if you watch that and Lukee is getting cross here because I'm occupying the airwaves. You'll get a chance, Luke.

Luke: It'll be all right.

Tim: If people buy that, listen to it, implement it, that covers everything you've talked about in this interview?

James: It covers everything I've talked about and more. It's my complete five years worth of experience summarized into the most concise method possible.

Tim: Very good, mate. I really appreciate that.

Luke: And for our listeners to access that special, Timbo, because James is being kind enough to offer it to our listeners they can go to SmallBusinessBigMarketing.com/fwf.

Tim: Fast Web Formula.

Luke: Correct.

Tim: Thanks so much, James, for that. I actually bought that. I didn't know that this was going to be offered and I bought it two days ago. So, I'm really looking forward to getting stuck in because that is exciting. It's been one of our greatest blockages to moving forward, hasn't it?

Luke: Yes, indeed.

Tim: We built a list, got a great listener base, now we've got to share more with them.

Luke: Yes, indeed.

James: Well that's it. And if you need any questions answered you just hope into that community there and ask away. There's about 400 or 500 experts in there who are doing this everyday and they are so experienced now. We've got I'd say the best community on the planet for this topic.

Tim: Wow.

Luke: Fantastic.

Tim: James, you are available—one of the things we're going to do with our academy, which is going to be our membership site launching soon is to get some additional secret herbs and spices from each of our guests. So, are you going to be available for another 20 minutes at some point down the track where we can get some exclusive content for our academy?

James: Absolutely. In fact, I'd love to survey your listeners and find out their biggest burning questions because I'll just demolish them in 20 minutes.

Tim: Love it. We might even run a webinar for our listeners.

Luke: Good stuff. Indeed.

Tim: Well, buddy, really appreciate it.

Luke: James, thanks so much for your time.

James: It's my pleasure. Thank you.

Tim: Thanks a million dollars, James.

James: Go and make some.

Tim: Okay. See you, mate.

Luke: Cheers.

James: Bye-bye.

Luke: Bye.

Tim: Bye.

[Music]

Tim: Lukee.

Luke: Timbo.

Tim: That guy is a genius.

Luke: Yes, he's an amazing man, James. He's got some great stuff.

Tim: Yes, absolutely. Look as I said at the start of the interview I've already bought Fast Web Formula and I have had my nose in it all week. I have learned more about internet marketing than I have in a long time.

Luke: I've also signed up for his forum at the start of this week and I've learned more in a couple days than what I have in the last six months.

Tim: Yes. That's a big call because it's not as if we don't spend a lot of time in here already. I think what James has done and what James is very, very good at is systemizing.

Luke: And that's particularly what I think his products are all about. And certainly the forum gives you a blueprint. You're always wondering, "Is this the best way or is that the best way? How should I do this? How should I do that?" Well, you take one of his systems, you follow that, you can tweak it yourself but...

Tim: Here's the thing. The big guys, whether you're talking about a giant shrimp guy or on EBay, they've done the work. They've done the hard work. They've done the research. They've done the testing and they know what works. They've tried it all and this is where people like you and I and the small business owner doesn't have to go out and reinvent the wheel.

Luke: Right.

Tim: It's been invented. Sometimes you've just got to go you know what? That's who I'm going to follow in terms of advice in this particular area and follow them. And for us this is certainly with James. I said to you when the mic was off. I've cancelled a lot of my subscriptions of late. Just stuff I'm been getting emails from. People I've been getting emails from for many years in some cases.

Luke: Yes, I've done the same myself, Timbo. One of the ones as you know is Perry Marshall. Perry Marshall is a big Edwards Guru. I actually tweeted out and said, "Sorry Perry. It's come

to that time where we have to part ways.” And he tweeted back saying, “Was it something I said?” It was just a tipping point.

Tim: You would have thought he’d be a busy guy and wouldn’t be on Twitter that frequently but good eye for doing that. And it is about cleaning out and it’s about deciding, “This is who I’m going to listen to for this particular topic of information.”

Luke: Not only that but because one of the things that I think James does is motivate people to take action. You can read as many e-books and strategies as you’d like but until you take some action and do something in your business...

Tim: You can’t listen to too many podcasts though, Luke. This is it, you know.

Luke: That’s right.

Tim: Hey, listeners, it’s the best \$195.00 you’ll ever spend on your business unless we launch something.

Luke: And James has made an offer for our listeners reduce from \$397.00 down to \$195.00 and to take advantage of that special just go to SmallBusinessBigMarketing.com/fwf.

Tim: Absolutely. So, Lukee, thank you for organizing James because you did do that and he’s a superstar. Next week, Lukee, next episode.

Luke: Next episode.

Tim: Next episode, Yellow Pages.

Luke: Yes.

Tim: We have one of the honchos from Yellow Pages.

Luke: Arch nemesis.

Tim: Not really.

Luke: Come on.

Tim: We took the fight up to them. Didn’t we?

Luke: You did.

Tim: You were all nice.

Luke: Timbo, you said to me before we went into that interview, “I’ll be the bad cop, you be the good cop.”

Tim: Hello to Yellow Pages.

Luke: So, that's what we did.

Tim: No. It was a very interesting interview with a representative from the brand that has been working and helping small business for decades. And the question, I guess the sensitivity, was is it still relevant? And if so why and how and how is best to use it? So, that is a ripper interview to look forward to where we really do get stuck into all parts of the Yellow Pages business. Lukee, that is it. Listeners, SmallBusinessBigMarketing.com is where you'll find us. Fifty-two ideas, one a week, if you sign up and make sure you buy James' product because it is damn good. Until next time, Lucas.

Luke: See you later.

Tim: Later guys.

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