

Creating a Customer Experience

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, we are back for another mighty fine episode of Small Business, Big Marketing.

Luke: How are you, Tim?

Tim: Mate, I'm good. It's another early morning for you and I above a coffee shop in Mataliza 00:33. Which is quite appropriate.

Luke: It is indeed given the topic of this pod cast.

Tim: The guest is an owner of a very successful little coffee chain, one that exists in Melbourne and Belfast, Luke.

Luke: Belfast?

Tim: Yes, that's right.

Luke: It's been a while since we recorded this one.

Tim: Yes, it has. We'll come to him in a minute but Lukee...

Luke: Timbo.

Tim: Small Business Big Marketing, the place where small business owners come and have marketing simplified.

Luke: Yes, indeed.

Tim: And if you haven't listened to the plethora of the catalogue of shows we've got, listeners, get back there and have a listen because there is thanks to our guest some absolutely marketing gold.

Luke: Yes, right. We're actually up to episode 33 at the moment, Timbo.

Tim: And you know if we were to dissect all the goodness that our guests have given us over the course of the last however long, months, years, we (inaudible) 1:22.

Luke: Yes, well the early months.

Tim: It's good stuff. So, troll through it, guys, troll through it.

Luke: We should put it all together and write a book.

Tim: That's a good idea. We might do that one day. Hey, Lukee, what gives you the right to impart marketing information anyway?

Luke: Very good question, Timbo. I've been in the online marketing world for over 10 years now. I've been helping, particularly my early years, small businesses develop their online presence.

Tim: You were in it very early, weren't you?

Luke: Yes, 2000. I obviously started a small business so 1.) I've owned a small business and 2.) I've consulted for online marketing for over 10 years now.

Tim: Did you have the intelligence back then to buy some really good domain names?

Luke: You know what, I didn't and I wish I bloody had.

Tim: You and me both.

Luke: I recently worked with a bloke who has over 7,000 registered domain names.

Tim: That's nuts.

Luke: Yes. Some of them we're going to talk about on here.

Tim: What's he do with them? Does he sit on them or is he actually developing up sites?

Luke: He's got them mainly parked and he actually leases some of them would you believe?

Tim: Wow. Parked is when you—well, you explain it.

Luke: Parked is basically when you have basic advertising on a single page on your website and anyone who types in your domain might hopefully click on some of your advertising and you'll get some money for it.

Tim: Okay. So, affiliate based or Google Ad sense based advertising.

Luke: Basically, yes.

Tim: And what else did you say? He's leasing them? That's interesting.

Luke: Yes, so you actually lose a domain name. There's certainly one bloke who does a fair bit of it. I think Kenny Goodman who's a big domainer.

Tim: Kenny Goodman.

Luke: And Kenny is a domainer. If you want to learn more about it go and check out his blog at I think KennyGoodman.com. Anyway, my focus what was the question?

Tim: What's this leasing thing about?

Luke: It's like property. Instead of you selling a domain name to someone you can actually lease it to someone. If it's a good enough domain people will pay—well, they can pay 1,000s per month.

Tim: What happens—so, they populate it with their own content?

Luke: Yes.

Tim: And then at some point you, the landlord, go, "I'll have that back. Thanks."

Luke: There's a couple ways you can do it. There are people that just lease it at hulk and you obviously draw up a contract and say, "Okay. I want to have this for 12 months or 5 years," or whatever and some people lease it with a buyout at the end. So, they say, "You can lease this for 12 months," and at the end they agree on a balloon payment to buy it out.

Tim: Interesting. I don't think we put enough thought into domain names. It's real estate, mate.

Luke: Yes, it is and certainly when we get the academy up and running, Timbo, there's going to be a modular in there on choosing a domain name. There's a couple...

Tim: We'll have a module.

Luke: Yes. There's a couple of different ways that you can go about it, whether you choose to register a domain name that is purely brand orientated or a geographic based domain or a keyword rich domain. There's a lot of different scenarios.

Tim: Yes, there is. That will be interesting and also they are becoming more valuable. Once a domain is registered it's registered. It's gone. You don't get it again. There is a secondary market.

Luke: Yes, there is a secondary market.

Tim: (inaudible) 4:39 forum.com is a good place to go and also more and more drop.com.au is a place that I've registered where you can see domains that are people aren't really doing and the .com.au domain is becoming a little more popular these days.

Luke: In the last six months it's taken off. You used to be able to pick up keyword rich .com.au names and they're becoming more and more rare as .coms have.

Tim: I bought terminator.com.au.

Luke: Nice.

Tim: Thinking in mind of pest control companies and I got grime.com.au like for a cleaning company. You like that?

Luke: Nice.

Tim: So, that's an interesting discussion, Lukee. You were going to ask me what gives me the right to...

Luke: Timbo.

Tim: Yes?

Luke: What gives you the right?

Tim: What?

Luke: To talk about marketing and small business.

Tim: Yes, fair call. I got my actual business. I've had it six years. It was called the Ideals Guys. I'm spending a lot more time in Small Business Big Marketing these days but Ideals Guys was a marketing consultant working with business owners, running my own small business. Prior to that marketing manager; flight center; I work in advertisement land for a long time, 10 years; worked in charity. All around marketing. I did marketing at school, mate. I did it at Uni, man.

Luke: We were talking about that the other day, Timbo.

Tim: We were.

Luke: Do you want to bring that up?

Tim: Oh, bring it out, mate. Let's get in the transparent world of Small Business Big Marketing.

Luke: I was shocked, Timbo, that you didn't finish your marketing degree.

Tim: Really? Hello to all my (inaudible) 6:14 at Monarch University. I got this job two subjects out from completing my degree. It was a really good job. That's a story for another day but it's a good story about how I got that job. I got it and they said, "You need to finish your degree while working with us." I never did. It was an advertising agency and honestly it was like just a big party.

Luke: So, it was like Uni continued.

Tim: Yes, it was like Uni continued but getting paid.

Luke: So, you had much more disposable income.

Tim: Yes, correct.

Luke: Scary right there.

Tim: So, guys, it's a Richard Branson story. You know, no qualifications. I wish. Hey, mate, let's get stuck in. By the way, listeners, go to SmallBusinessBigMarketing.com and if you haven't already just pause what you are listening to now and go and sign up on the front page for 52 free marketing ideas. You'll get one a week from us.

Luke: Each one is a chapter from Tim's book, *ChaChing*.

Tim: It is, mate.

Luke: They also have worksheets in them so if you want to get active in your marketing make sure you go and sign up.

Tim: Hey, Lukee, going into *What's on My Mind* I'm going to go first because I'm quite excited about this and I know you that you haven't done any preparation around *What's on My Mind* so therefore you get to go second.

Luke: Great.

Tim: So, Four Square. I hate not understanding things in marketing and I haven't understood Four Square for a while. I'll be it that I have played around with it much but when I look at it I go Four Square—and for those of you who don't know what Four Square is, listeners. It's a social media that allows you to identify where you are in the world at any given time. If you're at Starbucks on corner of 42nd and 8th for our American listeners you could say, "I'm at Starbucks 42nd and 8th." Blah, blah. I don't see the value in telegraphing to the world where you are. I see the value in Four Square for the retailer, for the shop owner. That is gold. Yes? Okay. You're thinking. I can see you thinking.

Luke: Yes, go on.

Tim: Okay. So, I tested this and I got onto Twitter and I started searching for people who were using Four Square on their Twitter feed to say, "I'm at such and such." So, what I then did is when that came up I did a quick—all you have to do is click on their Four Square link, it would take you to their Four Square page, and give you the name and address and in most cases the phone number and map of where that person was.

Luke: Yes, very dangerous.

Tim: Very dangerous. So, the stalker in me decided to immediately call these people. Okay? So, I would just get on the phone—there was a guy at a pizza shop in New York, right? And I picked up the phone, I rang the pizza shop, I said, "Is such and such there? He looks like this." Because I could see his avatar on Twitter I actually describe him. And some of these people I actually got talking to.

Luke: That's amazing, Timbo.

Tim: Unbelievable.

Luke: I have listened to one or two of these and it is quite phenomenal how quickly and easily you can get in contact with someone on the other side of the world in a particular place.

Tim: Now, let's be clear. I wasn't doing this to freak people out. I was doing it to prove a point, okay? I made it clear. I said to every single one of them. And we won't play all of them but we will play one of them very shortly. I just said, "I just saw your check in on Four Square. It came through on my Twitter feed. It's Tim here from Australia. How's the pizza?" Or, "What are you ordering?" I rang people in their work. I rang one guy who was checking into Sony in New York. They all seem to be in New York. He was checking into a meeting at Sony in New York.

Luke: Wow.

Tim: Yes, unbelievable, mate.

Luke: There are obviously privacy aspects here and this is what someone was telling me yesterday. This is how people actually broke into Paris Hilton's place. By she was saying that she was on her profile and they basically knew when she wasn't out.

Tim: That's—I mean I...

Luke: Not to give anyone any ideas or anything.

Tim: No, but I would have thought there would be other people at Paris' house while she was out.

Luke: Yes, you would have thought so.

Tim: I mean the Chihuahua at least. So, listeners, here we go. Here is one of the calls I made on someone who was on Four Square.

[Phone ringing]

Male: Hello?

Tim: Is this the pizza place?

Male: It is, yes.

Tim: A guy by the name of Mark has just arrived.

Male: Oh, yes, um-hum.

Tim: Can I just have a quick word to him, please?

Male: Absolutely, one second.

Tim: Thanks, man.

Mark: Hello?

Tim: Hey, is that Mark?

Mark: Yes.

Tim: Mark, it's Tim here, mate, from Australia. I just saw you check in on Four Square and I've been wanting to know what the pizzas are like at Streetza. Are they any good?

Mark: Is it any good?

Tim: Yes.

Mark: Yes, it's the best.

Tim: Cool.

Mark: [speaking to someone else] It's someone checking in from Four Square.

Tim: What have you ordered?

Mark: What have I ordered? I haven't ordered anything yet actually.

Tim: Yes, okay. What are you going to order?

Mark: What am I going to order?

Tim: Yes.

Mark: I don't know yet to be honest with you. There's a Philly cheese steak pizza, that's the slice of the day, and that sounds kind of good.

Tim: Yes, that does. I call those heart stoppers.

Mark: Yes.

Tim: And can you order me one of those? I'm not sure when I'm going to be able to make it but order one and just hang out there, mate.

Mark: We'll be here for a little while.

Tim: Cool. Who are you with?

Mark: Say that again.

Tim: Who are you with?

Mark: My friend, AJ.

Tim: Okay. Well, say hi to AJ and thanks for checking in, man.

Mark: Yes, of course.

Tim: Okay, brother.

Mark: All right. Take it easy.

Tim: See you.

Mark: All right, bye.

[Music] Please hang up and try again.

Tim: Well, Lukee, I don't, mate. The jury is out for me but I'm not a big Four Squarer and I don't think I'm going to be.

Luke: Yes, I've tried and I've removed the app from my iPhone.

Tim: Have you?

Luke: Yes.

Tim: I actually do recommend it to my clients who've got a retail outlet who've got a place where people can check in. Because it's actually good for the business owner because it draws people in and fight over men of a certain...

Luke: You know, if I did use Four Square I'd be the mayor of Bunnings in Rosebery.

Tim: And for those American listeners or our overseas listeners what's that Home Depot or something like that?

Luke: Yes, something like that. It's a massive hardware store.

Tim: Big boys toy shop. Hate them. So, Lukee, what else is on your mind, mate?

Luke: Sales, Timbo.

Tim: Oh, here we go.

Luke: Sales, Timbo. Look our listeners who've been listening in for a couple episodes with know that I have purchased a website that sales leads in the marine industry and I am ready to get out there and do some sales.

Tim: Are you going to share the domain?

Luke: One day.

Tim: Why are you being so cagey about it?

Luke: To me it's not up to scratch yet. I'd like to have it redesigned. Maybe we'll spend—if listeners are interested in hearing about it let me know. We could turn into a big of a case study

because it's basically about buying or acquiring website properties, doing them up, and either hanging them and getting a dollar out of them or reselling them.

Tim: Are we talking about the same business?

Luke: We are, yes.

Tim: Okay.

Luke: Anyway...

Tim: You're being cagey. I'm not going to tell you until it's just perfect. All right, mate. Sales are everything?

Luke: Sales are everything. Look it's something where in this industry you really need to pick up the phone and talk to people and basically to essentially to cold call and that's not my bag.

Tim: I know what you're talking about. I'm not completely sure you have to do that. There's ways of using the online world to give people a sense of I already know him, you know? I know that when we meet people who listen to the pod cast there's already a connection there so it's not—so, you know. You don't have to cold call the whole time.

Luke: No, you don't. And there are some other scenarios. There's certainly emailing and there's also your favorite talk, Timbo, be it through the direct mail.

Tim: Yes. I do love my direct mail. If you're not using (inaudible) 14:45, listeners, just use it. I'm not going to tell you again. Now, Lukee.

Luke: Timbo.

Tim: I went to a two day course over the weekend just gone. You went to one of those days.

Luke: I did.

Tim: One full day of outsourcing and one full day of video marketing. Unreal, hey? It is unreal the wonderful stuff that's out there in terms for small business owners to use.

Luke: Yes, Dave Jenyns and Pete Williams put on a two day seminar.

Tim: To ex-guests, to previous guests.

Luke: They've been on. I'm not sure which episodes but go back and have a look at our back catalogue and you'll be able to listen to them both. And look, I unfortunately wasn't there for the video marketing but was there for outsourcing and it was absolutely fantastic. I wish I had had that course about 10 years ago when I started my web development.

Tim: You know what here's the thing, and listeners we are going to have a very special offer from Dave and Pete once they've but the course together as a DVD set and workbook. They are going to

allow us to offer it at a very special price to you, our listeners at Small Business Big Marketing. It will be well worth the spend. When I ran my Intensive a few weeks ago outsourcing was the most popular long side branding most popular segment. So, there's a lot of talk about outsourcing and it is not—what I was reminded of it is not about finding someone to work for you for \$4.00 an hour.

Luke: No.

Tim: That maybe the outcome but it's actually about finding staff who are highly skilled and comparable to what you would get here possibly at a discounted rate.

Luke: Correct.

Tim: That's going to give them a good lifestyle over in their country and likewise allow us to get lots of work done.

Luke: One of the things that I really admired about those guys is they treat outsourcers like they street staff...

Tim: They do.

Luke: ...who've been in their office. They treat them not as a resource but as people.

Tim: Yes. Team meetings.

Luke: Team meetings, chat with them every morning. They do one on ones, monthly reviews, make sure they're happy, ask them how they can help with personal development with their outsourcing staff, training...

Tim: On Monday I rang a lady I use in the Philippines. I rang her on Monday and said, "Why don't we just have a chat instead of just having a business conversation?"

Luke: That's very funny because I did the same thing on Tuesday. I actually went through—used one of Dave's worksheets to do a review with her and made sure my virtual assistant was happy. Interestingly enough I asked her what she wanted to do as in personal development and she said, "I'd like to learn about search engine optimization." I said, "Oh."

Tim: You've come to the right place.

Luke: Come to the right place.

Tim: Wow. So, that outsourcing workshop was amazing. Video marketing we know it's here to stay. We know it's just wonderfully cheap, high impact, and all that type of stuff, marketing tool. It's not as hard as people might think. You don't have to be freaked out by the fact that you've got this mind field. It's YouTube. It's a camera. It's providing content and then getting it out there. Not just on YouTube but there's Vimeo and Viddler. There's a whole other, you know, (inaudible) 17:53, Mogul, there's lots of sites that you can get your messages out on, Luke.

Luke: Indeed and on each one of those sites you can actually get a back link to your website, which is good possession. I found a really good stat yesterday.

Tim: Stat?

Luke: On video. Videos are 53 times more likely to end up on page one of Google than a normal web page.

Tim: That's a rather large number, Luke, 53 times.

Luke: Yes.

Tim: Wow. Well, you see it more and more when you do a search there's generally always a video pops up. That stat about YouTube being the second most popular search engine in the world these days.

Luke: In March of this year they had 13 billion searches.

Tim: That's amazing. I must say I'm not using it as a search engine. I get on YouTube a lot and find stuff more for entertainment than actually searching stuff but there's a lot of—what I do love is there's a lot of how to videos. Possibly one of the most popular categories on YouTube, people explaining how to do stuff.

Luke: A friend of mine uses it to stream music because a lot of artists put up music videos so he just uses it to stream music.

Tim: I reckon shows like Video Hits and Rage are up against it now because you can just go to YouTube and watch the program for free probably so why wait for it and hope that it comes on. Lukee, we've got a ripper guest right now but before we launch into Callum Parker from Espresso Elements in Hampton I just want to telegraph some of the ripper guests and subjects we've got coming up before Christmas. We are coming to the end of the year and we are going to have a break. But before then you are going to hear listeners from one of the honchos from Yellow Pages.

Luke: Yes, and you absolutely drilled him too.

Tim: Do you think I drilled him?

Luke: You drilled him pretty hard.

Tim: I just wanted the truth, Luke.

Luke: Yes, that was a good one.

Tim: So, we've got a self publisher, lovely Wendy, who has gone from coming up with an idea to actually writing and producing a wonderful book all by herself. We've got a productivity expert, Lukee. We won't reveal what that actually, what the tool is but it is free and it is bloody good. It will get you doing more things with less.

Luke: A bit of a change that one. It was more about productivity for small businesses. So, that will be coming up.

Tim: And I could have spoken to this last guy for a long time.

Luke: Oh, yes, but unfortunately he probably charges around about \$1000.00 an hour.

Tim: Well, yes. I think he's \$10,000 a day. He's Australia's most successful Internet marketer and this guy is a freak. I will say that he told us that he could release a product and within 90 minutes earn a 6 figure income. Let's wait for that one. That is a big—there are some great interviews coming up basically but let's get stuck into our current guest. Lukee, Callum Parker from Espresso Elements a coffee shop in Hampton in Belfast as you do.

Luke: As you do.

Tim: So, let's get stuck into that interview. Here's Callum.

[Music]

Tim: Hey, welcome, Callum, to Small Business Big Marketing.

Callum: Thank you very much.

Tim: The owner of Coffee Technique. Coffee Technique?

Callum: No.

Tim: Coffee Etiquette?

Callum: No.

Tim: Coffee...

Luke: Gees, Tim.

Callum: Espresso Elements.

Luke: Do your research about a guest before they come on.

Tim: No, I had a problem. No, I do but I had a problem with the name from the start because it just didn't reflect you as a person but we might talk about that and start again. So, welcome to Small Business Big Marketing, Callum.

Callum: Yes. So good to meet you, Tim.

Tim: Now the reason you're here is kind of interesting because we've already met not last Saturday but the Saturday before. So, I sort of wonder into Callum's shop in Hampton Street in Hampton and was hoping to get my Koala brand coffee machine. I had a coffee machine called a Koala

and I tell you what it lasted me seven years, Luke. I loved my Koala and I was hoping to walk in and get it fixed. It wasn't holding the steam, walked out with a \$900.00 coffee machine thanks to Callum.

Luke: And subsequently invite him on the show. You are very, very good.

Tim: You're good. You got me to part with \$800.00 on a Saturday morning when I hadn't waken up.

Callum: Because you hadn't had your coffee by then.

Tim: You are absolutely right. I wasn't thinking straight.

Callum: That's right.

Tim: But I really enjoyed the process. I knew clearly I wasn't going to be able to get the machine fixed or that's at least what you told me.

Callum: Believe me.

Tim: How's it going at home anyway the old Koala, is it good?

Callum: Well, it's not fluffy.

Tim: So, what I thought was interesting to talk to you about clearly your sales process but also you're business. Tell us a little bit about that because you've got a coffee shop in Hampton and just another one down the road in Belfast.

Callum: That's right. Espresso Elements was created on all things coffee so we wanted to really work on the process from bean to cup but also do it in the reverse of a café. Coffee is complementary to food in a café where with Espresso Elements it's food complementing coffee. So, with the systems that we put in place and being able to come in and experience everything in Espresso Elements from buying beans, buying plungers, any coffee accessories, and also playing with machines from the retail price of \$800.00 that Tim let go of to \$3500.00.

Luke: Retail price? He's a cheapy isn't he?

Tim: Yes, there wasn't much cheaper one. I didn't want the bottom of the range.

Callum: We didn't even go there. So, with the systems and everything we created after haven't been involved in the UK for four years, I lived over there, knowing that the UK had a market available for Australian coffee. We're known around the world for having really good coffee in Australia especially Melbourne.

Luke: Is that true?

Callum: Um-hum.

Luke: Really?

Callum: Um-hum.

Tim: What is so good about our coffee?

Callum: I think Australia everybody is really concentrating and everybody has a passion for it, especially Melbourne with the Italian influence. That was a really good kick for Melbourne. From that everybody sort of getting involved in the devil's cup so to speak. That little shop back in the bottom of the cup and the different flavors that you can get. Coffee is very much like wine. It's very much a blend of coffee. Every man can say that they've got the best coffee but I like Chavez. I don't like Miller. So, it comes down to flavor profile. Because we're quite spoiled in the amount of coffee companies that there are in Australia there's a lot of competition and with competition comes excellence. That's basically the coffee industry I think.

Tim: Okay. That's the coffee industry in Melbourne but then it moved across the globe to Belfast.

Callum: Yes.

Tim: What happened there?

Callum: A gentleman, Kevin Johnson from Ireland, him and I met.

Tim: John O?

Callum: John O and we got along very well and he understood what I was trying to create with Espresso Elements. After quitting his job as an accountant managing a section of Price Waterhouse Keepers, invested in the Espresso Elements franchise for the UK. Being a bit backward and going over the other side of the world with your second shop this is true but it has really helped us figure out that systems that you put in place can work anywhere as long as they are right and it seems to be the case over there.

Tim: And franchising was the better option then maintaining complete ownership?

Callum: You can control it to a point. You can't control it in management especially when you're such a young company. With the franchise the emphasizes is on them to make it work. We could open a store in Melbourne and make it our own in Hawthorn. So I could quickly race across from Hampton to Hawthorn to fix it if something was wrong. You can't do that in Belfast.

Luke: No, you can't.

Tim: It's too dangerous and the distance.

Callum: That's right, yes.

Luke: You came up with essentially a new retail experience for coffee?

Callum: Yes.

Luke: How did you start getting people in your door? Was it literally the look of the shop or marketing that you did?

Callum: The look of the shop and the marketing with the location and with Jade, my wife. I call her the aesthetic director with the clean lines that she created and with the customer service that her and I provided from opening the door really pulled people into the shop.

Tim: Really, I mean if you go to the shop and we should put a photo of the shop in the show notes. I took a photo while I was there the other day, actually, from across the way. It's not like a strikingly different shop I just reckon you've created an experience. It's not a shop you go, "Wow, look at this." It's very tight and compact and loud. I think of the 30 people that were having coffee on the Saturday morning there were 2 men. I can't tell you how loud it was and you must put egg cartons on the ceiling. It was extraordinary but it was just a wonderful experience and the coffee you could tell there was a passion around the coffee. I think coffee is just one of those amazing things. I'm not into wine, I'm into coffee and I understand that kind of emotion that's around it. What fascinates me is I do think your name doesn't represent the emotion that you've created in the shop. It's a very technical name almost. It's very clinical, Espresso Elements.

Callum: The name and the brand originally had the diagram of a boiler on it. You're right it does have a technical edge to it. The industrial feel is definitely inside there but with the clean lines and the machinery and how it's presented with the duck woods work really well. You can have fantastic concepts. You can have a great fit out but it does come down to the great customer service.

Luke: It really does, doesn't it?

[Music]

Tim: Callum! Wake up! No, that's unfair, isn't it?

Luke: At ease.

Tim: They can't all have as much coffeeness as we have. Mind you Callum, for someone who is as laid back as he is, he says he has about I think he said 12 a day. That interview was done at the end of the day. God I wish I was that laid back.

Luke: Yes, particularly after 12 coffees.

Tim: I've had one and I'm zipping.

Luke: You are.

Tim: Lukee...

Luke: You're bouncing off the walls.

Tim: What I love—what did you say?

Luke: You're bouncing off the walls.

Tim: Oh, goodness me. I love Callum's single-mindedness. Narrow niche a mile deep, very minimal food. I think he does sell a muffin maybe. I think he talks later about the fact that he sells I think 24 different types of hot chocolate but it's all about coffee. It really is.

Luke: He has also picked his spot very well, Timbo, in terms of his location in Melbourne.

Tim: Yes, what do you mean by that? Like its...

Luke: Well, I don't think you could do it everywhere. It's in let's say an upper class area. It's in Hampton Street in Melbourne.

Tim: It's near Bratton.

Luke: Yes, it's near Bratton.

Tim: A giggle for overseas listeners and it's called Bratton. Locations I think you could do it a lot of places but any my thinking is just like having the courage to do one thing really well. Many of us, I'm guilty of it, spread your wings thinly and know that some of the stuff that you're offering to the market is going to get traction and other stuff isn't and the adjust accordingly. Where as Callum is going you know what coffee. Coffee.

Luke: Yes, invest totally in one nation. It must be a huge leap of faith opening a retail store.

Tim: Yes, but he does it well. Just introduces another thought kind of connected. Bare with me, Luke. In that there is a word for every business. In fact, think about your own family even every family has a word. This is about branding. Callum has chosen—you're looking at me going, "What are you talking about?" No, but think what is your word? Callum's maybe coffee although that's more his product. If you go to his shop it's all about service. Service is the word there and it's an interesting thought. What is that one word that sums up your entire approach of how you go about your business?

Luke: Think about it. Tricky one.

Tim: It is, Luke. And now I'm going to get another coffee and get back to Callum.

[Music]

Luke: Did people get the concept when they walked in the door or did you have to explain this is a coffee experience it's not about the food?

Callum: We still do now have people come in and ask if we do...

Tim: Toasted ham and cheese, please.

Callum: Yes. And we're more than happy to send them to a fantastic café down the road to do that but then tell them that they should be coming back for coffee.

Tim: Well, you quickly realize, Lukee, that there's not a lot of food. I mean there's a muffin. I just recall some muffins on display.

Callum: Muffins and biscuits.

Tim: Muffins and biscuits (inaudible due to speaking over each other).

Luke: It's a wine bar not a bistro?

Callum: Yes.

Luke: Is that a fair analogy?

Tim: Lovely analogy. Spot on.

Luke: Do you think this is something that will catch on in a retail way?

Tim: Coffee, yes I reckon. I reckon coffee and the Internet have got a lot of upside but not quite...

Luke: I'm talking about the retail experience, Timbo, in terms of focusing as a wine bar does, focusing on wines and bottles of wines. Do you think it's something that will grow and catch on particularly in Melbourne?

Callum: Oh, yes, of course it will. It is happening now. People will come in and experience a cup of coffee in the store and they realize they can take the beans home, have them ground fresh at the store, and they can be at home and have it as a planter on stove top if they don't have an espresso machine. And that's the reason why all the espresso machines are turned on to justify to somebody to buy a coffee machine they should be able to play with it.

Tim: Yes, that was pretty cool. He took me over to a row of about 10 espresso machines.

Luke: You must walk out of there absolutely buzzing.

Tim: Callum walked the machine out to my car then we walked in and got another coffee. But it was, it is good. They are all sitting on the shelf there and they are all plugged in. I assume they are all ready to go, steamed up, you know. We've spoken before about experience and I reckon experience is such a point of difference these days in marketing your business. Where experience is that unforgettable thing, you know? Where as all the other stuff is tactile, it's there and it's physical, tangible but the experience is something that sticks in the memory. So, that's why the names always jarred with me. I won't dwell on the name too much but we'll move on from that. I love the fact that it's so focused. You know we talk about a niche an inch wide and a mile deep. You've gone, "We're coffee. That's what we do and let's just be really good at it." Instead of kind of casting the net wide and having forcacher. Do you know what forcacher is, Luke? That is a, I don't know. It's an Italian sandwich.

Luke: I don't know the technical expression. Callum, do you do local marketing? Do you do letter box drops? What sort of things do you do in your local area?

Callum: Word of mouth is very strong in Hampton, in the Hampton area. That seems to have gotten it spread out widely down to Mornington. We didn't do a letter drop. Myself and my wife, Jade, got involved in the store and we're hands on giving out samples of hot chocolate for people walking past.

Tim: Oh, do you?

Callum: That's what we were doing at the start. Have a taste of the 23 flavors of hot chocolate.

Tim: You have got that. Twenty three flavors of hot chocolate, Lukee. How's that? We'd better go back and try those.

Callum: So, if you don't drink coffee we'll catch you on something. It was very much a word of mouth thing for us.

Luke: How do you go about introducing customers to the fact that you sell coffee machines?

Callum: The coffee shop is on a corner and it's basically all windows so the coffee machines are right in the corner. When you go past you can't help but see the stainless steel in the window and also there's always people hovering around there having a look at coffee machines and having demonstrations done. It's a very active little store.

Luke: Is that going to be a consideration when you start franchising more? Does that need to be taken into consideration for the type of store that you open up in?

Callum: Yes. With the store we have in Belfast it's on a corner. People like to be seen. People like to see things going on. They love the theatre so if they see theatrics then that will draw them in. So, if you can have 40 chairs and tables in a shop but if they are at a certain height no one will see them. Hence the reason you should always have a bar on a window because one person sitting up at eye height when you're walking past makes the shop look full so that will draw in.

Tim: We should do a—we'd be happy to do a live show from the Belfast café but you'd have to cover costs. We'd do the show for free.

Callum: Just not in July.

Tim: Not in July? What's happening in July?

Callum: The July Holidays all the marches and whatnot.

Tim: Shut down. You have regulars. How do you reward your regulars? Just by continuing to provide quality service or do you have some kind of program in place that sort of acknowledges?

Callum: Quality service, definitely. A person likes it when they walk in and they don't have to order their coffee. The barista knows that's a latte with one sugar. They get every sixth coffee free if they do take you up on the free coffee card. And also if you sit down and talk to them, say hello to them by name they love that. We don't actually have an age group. You'll see someone at 16 sitting on the table next to somebody in their 80's. We don't have a defiant age demographic.

Luke: Just a love of coffee.

Callum: Thank you.

Tim: I've been buying the Lavazza brick up until now. I got a kilogram of coffee free with my machine, Luke and I feel blessed and it's bloody good.

Luke: So, if you are around Melbourne go to Hampton Street in Hampton.

Tim: That's true. And if you're in Belfast...

Luke: Go to Espresso Elements, which I believe is down near the Hampton station.

Tim: What about Belfast? Where's the Belfast shop?

Callum: 378 Lisburn Road.

Tim: Love it. And look out one coming in London soon.

Callum: We're working on that, yes.

Tim: Thanks a heaps, Callum.

Luke: Thanks, Callum.

Callum: Thank you, gentleman.

[Music]

Tim: Well, Lukee, that was another episode in the can. Thank you, Callum.

Luke: Thank you, Callum.

Tim: Lukee, we've got some ripper guests coming up as we said. Let's share who our next guest is because we're bloody excited about it and listeners you can be too.

Luke: I am particularly because he works in my world I would like to think.

Tim: Yes, but he works in every world. Without giving his name away this fellow was the director of sales at Mercedes Benz. Gunner sales guy. He now has over 1,000 websites from which he makes over \$1,000.00, a lot more than \$1,000.00 and is just a gunning Internet marketer.

Luke: An hour.

Tim: An hour, yes, a second. And he also is going to revile the processes and make an unbelievable offer to our listeners. That's our next show, guys. Don't forget Flying Solo is our partner in crime and they're the largest community for solo and micro business owners in Australia, Lukee.

Luke: That indeed, Timbo. And if you'd like to go and actually respond to a forum thread that we've just posted right this minute on FlyingSolo.com.com/forums. What's your favorite marketing and or business books? So, if you'd like to share that with us we'll build a good list of resources.

Tim: Yes, we will and share it with you. But go to Flying Solo, register for the forum, it's free and just a great resource to bounce off other small business owners when you've got a question about anything well beyond marketing. But in our case we've dropped that little question on the forum.

Luke: Great little community there too.

Tim: Mate, I reckon it's fantastic. There should be more of. Lukee, that's enough from us.

Luke: Indeed.

Tim: I'm quite tired of you and everything you've got to say.

Luke: Thanks.

Tim: I've got to go run a webinar now. I'm running a webinar for not for profit organizations on branding, how to build a strong brand.

Luke: And we've actually tried to live up to a promise in this episode. We've had numerous people to ask us to bang it out to 40 minutes.

Tim: Yes, the longer they seem.

Luke: It's currently 38 minutes so there you go.

Tim: Okay. So, maybe if we just like twiddle our thumbs for another two we'll have our first—will it be our first 40 minute episode?

Luke: No. I know that last one was banging on 40 minutes.

Tim: Yes. I don't know people are saying go longer. I would have actually thought it to be the opposite but none the less. They say pod casts are like the ideal commute time. That's when you get to listen to it and the average commute is about 25 minutes so anyway whatever. Lukee, I...

Luke: Make sure you go to SmallBusinessBigMarketing.com and sign up to 52 free marketing ideas.

Tim: Correct. And it's goodbye from him.

Luke: And it's goodbye from him.

Tim: Cheers.

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