

A chat about Personal Branding

With Tim Reid of [Small Business Big Marketing](#)

and Drew Grosskreutz of [Otium](#)

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Tim: G'day everyone! It's Tim Reid here with Drew Grosskreutz and Drew is from Otium and if you're listening to this then you're part of the Asteron Life Better Business Series LinkedIn Group. G'day Drew!

Drew: G'day Tim! How are you?

Tim: Good mate, now everyone, Drew asked a question on the Asteron Life Better Business Series LinkedIn Group about personal branding and asked me how did I go about building my personal brand and I thought this is a great opportunity to both show Drew part of how I built my personal branding which is through interviewing and secondly to answer a pretty big question, instead of typing it and writing it out, just doing it via an audio interview so that's exactly what we are doing here. Drew, your question was all about how to build a personal brand, yeah?

Drew: Yeah it was Tim. I'm actually building a business brand at the moment and part of the series that we did with Asteron we had a few light bulb moments in there and a lot of people in the better business group seen a video I created after that. I made my brand, my business brand more visual and more audio and during the last 6 months, what I've seen is a gap in the market for selling properties and so I'm actually going around and teaching mortgage brokers and real estate agents how to sell, what do I do as a serviceman and it seems to be a little bit

different from business's service. They're actually engaging me or looking to me to come and speak to a large group, 20 or 30 people. Obviously that leads back to my business but at the moment I'm just being turning up as Drew from Otium and I suppose as I go along I need to work at my mind, do I need a personal brand. My question for you, my exact question is should I create a personal brand in the context of asking a few questions here and elaborate on the topics and go from there.

Tim: I don't think like that question, first and foremost, do you create a personal brand or do you continue delivering the content that you through your business brand which is Otium, it's not a black or white question. There are a number of criteria you can use to kind of decide that and one is if you were an employee, I would say don't right now. Don't create a personal brand because if we use the example, I often drew on the example of Bernard Salt. Bernard Salt I think is at Capium, I always get it confused [02:28], one of those big accounting firms. Bernard Salt has gone and created a personal brand. You can go and have a look at it at bernardsalt.com.au and he's often asked to go and give keynotes as Bernard Salt. He's called upon the media to make comments about the economy, about future trends, all that kind of stuff, consumer behaviour as Bernard Salt and [02:52-02:54] but Capium love it because he's out there promoting their brand and he loves it because he has the opportunity to create pretty much an additional set of revenues for himself. He's written books, he does keynotes; he's in the media so as an employee that makes a lot of sense.

Drew: Okay, yeah. I've seen a bit about Salt, I didn't realize he had the joint roll there. With you particularly, which comes first for you, was it the business or personal branding? Just so before you

answer, I'll just sort of give you a bit of context, then was it organic or deliberate? So which comes first then was it organic or deliberate, the branding.

Tim: Okay so what I did, I had a marketing consulting business called the Ideas Guy and I was out there. I was like every other marketing consultant, doing what I hope was a good job. Dealing with clients one on one, had a website, doing the odd blog, etc. but it was hard to differentiate myself besides the work you did so what I did at a point in time was I came across this wonderful channel to market called podcasting and I've been podcasting there for just over three years. I go straight to podcasting Drew because podcasting really was for me what enabled me to start to get real traction as Tim Reid; Tim Reid keynote speaker, podcast or whatever it might be and other opportunities started coming my way as a result of creating a popular podcast. When I started to podcast, I kind of fell into it in a sense that it was in the first few months, I guess almost, it was a bit of a hobby. I just love doing it. I've been listening to podcast and I was just in awe of the fact that a podcast allowed a small business owner to have their own show. I still think that's amazing and I started doing it and I was lucky enough at 3 ½ years ago that I met a man who worked at a radio station and said "you can come in and use the studio whenever you want to" so that technical hurdle was very quickly overcome. I had a studio, I had a microphone, I had someone who could record it and I was just going in there with a mate and he co-hosted the show with me and we're interviewing people. It was fun, it was a hobby, it's allowing me to access people to interview people that I never thought I'd have the opportunity of interviewing but then something happened and it got traction and we started to emotionally engage with our audience. We were getting

feedback, we were getting letters, we were getting reviews on iTunes, I was getting asked to speak at events and that was a bit of a game changer, it's just that tipping point where I thought "hang on, I'm making a difference out there. Tim Reid's making a difference as opposed to The Ideas Guy."

Drew: So it became organic, you sort of fell into it. Would you change anything over if you had your time again at the process or you just let it happen as it did?

Tim: There'd be things I do differently like what happened was, because we were using this radio studio for about 18 months but one of the things that stops many people from going ahead and if we cut to the chase of personal branding, of delivery channels, podcasting which is only one, I would say to anyone to ... outsource the technical. If you're not technical and what you want to do is share your opinion via blogging or podcasting or writing a book or doing info-graphics or having a video strategy, whatever way you decide your personal brand to market, what I would very quickly do is outsource all technical because it gets in the way and that's why most people still don't do it and I bet even people listening to this now, Drew, are saying "Tim is lucky. He had access to a radio studio" but the reality is, things have gone a lot of easier. Right now, I'm talking to you, I've got a microphone – I happen to have a fancy microphone that I paid \$200 for on the Apple store but I've got a built in microphone on my MacBook, you and I talking on Skype, that's free and I'm recording this using Skype recorder, that was twenty bucks. Things have changed, it's a lot easier.

Drew: I agree on that. Yesterday I was sitting here; I've been doing a lot of content over at Christmas. You saw my content plan; I'll

actually elaborate on that and I've got a lot of content written. The part that I sort of store-line is getting that content into social media savvy presentation ready to go and engage in the outsource stuff because I can write the content until the sun comes up but then I seem to hit a brick wall where do I put it on Evernote then Evernote to Marsedit, Marsedit print to my WordPress and then actually put the blog out and go into hoop suite and put it out. That was interesting for me to learn that process. It's not my best use of time. My best of use of time is actually go and talking, being that creator and actually outsourcing that what I call "hard work."

Tim: Yeah absolutely. It's like anything, do what you're good at. There are blockages to building a personal brand, some of which are technical. If it's not your thing, outsource it and you're part of the Asteron Life Better Business Series where I talked about virtual marketing teams and there has never been a better time to market a small business. There's never been a better time to build a personal brand and outsourcing is one of the those things, one of those levers that we can draw upon to make it a hell lot of easier because it's cheap, it's not expensive. One of the things about, there is a high perceived value to building a personal brand but it's amazing how little it potentially can cost. Some of the other things I'll do differently Drew, I'd be more disciplined with my content delivery. You got to set an expectation with your audience when you are delivering content and content is one of the major ways that you build your personal brand. I'd be more disciplined, I'll schedule it, and I'll diarize it. If I'm going to blog, if I'm going to podcast I'll set an expectation with my audience and say "it's going to come out every Tuesday" like "small business – big marketing comes out every Tuesday of every week of every month of every year" and

I'm going to up that right very shortly but that's some in expectation, I diarize it. The other really important thing I do differently Drew is on the early days, I'll be really clear on my call to action like why I'm doing this, why I'm podcasting, why am I blogging. When I do get the opportunity to keynote speak, what is the call to action that I want people to do? What is my sales funnel? Because at the early days I was doing it as a hobby and it was ego driven. I really loved it. I loved the fact that people are actually wanting to listen to what it is I've got to say and share and that was great but commercial reality dictates that at some point you got to have a, you need a sales funnel. At the end of an episode or at the end of a blog, what do you want people to do? Do you want them to subscribe? Do you want them to buy something? Do you want them to attend something? I'd be really clear on that. These are some of the things I'd do differently Drew.

Drew: Very good, that kind of leads me to question two. With time management at the moment, which would you spend more time on in a percent? On your personal brand or your work brand, in percent, is it 50-50? How do you manage your time then?

Tim: The distinction is becoming, the weight actually, not so much the distinction, Small Business Big Marketing for me has very much become where most of my time gets spent. I'm currently having builders as we speak, timreid.com.au which will be my speaker site because one of the things I found is that last year, like year 3 of my podcasting, I hit my straps in getting the opportunity to give a lot of keynotes and for me this year, that's a big part of my business. If I was to cut my business up into a quadrant, there'd be speaking, there'd be coaching, there'd be podcasting and then there'd be probably live events and all that is going to sit

under smallbusinessbigmarketing.com except for the keynote stuff which speaking bureau they want to find out about you. I'm building out a personal site where people can get my bio; they can see what topics I speak about. They can pretty much access anything about me that will give them confidence to book me as a keynote speaker and one of the things that Small Business Big Marketing brand has allowed me to do – I'll put a link in this interview in the show notes of this interview, I'll put a link to timreid.com.au, people can see that. That will be a kind of stamp, if you like, a stamp of approval which says "founder and host of Australia's number 1 marketing show, Small Business Big Marketing" so the two brands are working side by side.

Drew: Okay, very good I understand that. That leads me well into question 3 then.

Tim: It feels almost that we'd planned this.

Drew: I thought we rehearsed this. Well pointing largely into my business brand which I'm doing at the moment, I'm passionate, I'm quite passionate about especially I tagged on property super simple is actually really exporting that, I'm getting a lot of good feedback to first time people who find me on Twitter and I'm quite active on Twitter and they go and look at the website and then come back and say "we love people that makes its tagline which simply says what they do" which I have done then. My question is, is it a good use of energy at the moment or a dilution of energy to build a personal brand at the same time? Should they co-exist after I've told you what I said, I'd scream it off-air what I'm doing in the background, do you think it would be a dilution or a good use of energy to build a personal brand at the

same time? Or will my personal brand just evolve regardless, kind of like what yours did, will it just evolve?

Tim: I think the more you can control it and put energy into actually structuring and planning it out, the better. Mine evolved and I'm still evolving it. I don't think, certainly I don't know when you're finish, I don't think you do finish it. I think when you stop evolving it, then you become irrelevant that's why it's taken me three years now since I started podcasting to build out my own personal speakers website. I put effort into it, absolutely put effort into it and the fact that it's your business, you're the owner, people basically what you can do is you can go and do those keynote talk, those presentations that you mentioned at the start of this interview where you speak to 20 or 30 mortgage brokers or real estate agents and you can be speaking as Drew and then your call of action is, if I've got you excited about what we're talking about here about using people simply to buy and sell property, then fantastic. Let's book some time and my business it Otium. Feel free to head over to Otium, to your website and that's where your sales funnel might start. People could book an appointment, they may just simply leave their email address and name to go in to receive a free report on how you do it and take people through that kind of ascending transaction model. I would absolutely build out your personal brand while you're still doing Otium. I think that makes sense for you.

Drew: That's good. The ascending transaction model, for those listening at home, having put you back into it, Tim is it where you're basically engaging a person but you're taking them up in small steps before they engage your services?

Tim: Yeah absolutely

Drew: Like the first one you said, it might be a free ebook or free tips on XYZ and then they agreed to a newsletter and that newsletter comes out once a week for seven weeks and it's all well responded and it comes out and says tip one this week, tip two...it's actually building them up on a gradient isn't it to engage you?

Tim: Absolutely, yeah. The idea of the big sale up front is actually ridiculous. I'm not a sales expert but if someone comes to me and says "hey let's talk and I want you spend five grand" it's all relative of course but what you want to do is take them on a bit of journey, gain their trust. One of the things that personal branding does is it gains trust. It's incredibly powerful of that, you might remember me talking those slides at the start of the better business series presentation where I shared some emails that I get from people and it's almost every day I get an email or a voicemail from someone saying "hi Tim! I feel as though I know you" and that's such a great way to start what would have been a cold call. You know someone's approaching me, I'm not approaching them. They acknowledge that they feel as though they know me because they've been reading my blog or listening to my podcast and you're well underway. That's incredibly powerful in itself.

Drew: That's one of the things I took away from your presentation and I went back and we brainstormed all the way back to the office with Adam who works for me at the video launch. You see the video creator, I did a launch party, I had a camera crew there filming the launch party and that will be up in a website soon. That was quite deliberate because I had the right people in the room but it also took time when the video camera was there to

do not only a bio or an eventual business card to me but a bio for every staff member.

Tim: Great

Drew: That will go in with their names. Instead of having a photo, they'll have a video and what I told staff members is I want potential new clients to feel like they know us before they come in because I believe that's, in financial planning and insurance business that's half the battle. They're buying from the person, trusting with the product and services and all that kind of stuff. I drew a line on the sand and said "our presentation on the website will be personal so that when they finally see us, they feel they know us" and that almost should induce one meeting. That should cut down a little time; I have three meetings with people before they hand down money; that might come back down to two. It might come back down to – I have a lot of business on my geographic area. I do all throughout Queensland; I've got a fair few in Northern and Western Australia so it means they could just jump on the website and know me and I might have to jump on a plane or something. It's actually working quite well for us since actually making that deliberate change in the office and say "we want to be more visual" but the aim was not just to have your mugs on the internet but it's actually to get people to trust us and I think that's a good point you hit on there.

Tim: At the end of the day Drew, people buy from people. It's kind of that simple. A ticket to the game is you know your stuff, you know your life insurance, you know how to use super to buy and sell property on behalf of someone else. Say you should, at that point then what's the next step to differentiate you? The next

step is personal branding; it's one of the great differentiators because people buy from people. Drew, tell me about how I can use my super to buy a property and then you tell me that and then I go "great! I love it! I trust you, you know your stuff. I now get a sense of who you are, you're a human being." You'll probably have a conversation all the time about family, friends, whatever it is and then it's like cool, come over to Otium and we'll sort you out.

Drew: I got you

Tim: Branding, personal branding, business branding, as I say it's all about building an emotional attachment and the emotional attachment is what's going to set you apart from everyone else who's showing people how to buy and sell property using super. It's emotion and people don't get this, people shy away from it. They think it's soupy, as soon as they hear the word emotion, oh I'm a financial advisor, I'm an accountant, I'm a doctor, whatever it is I can't be emotional. Damn right it can be emotional because we're emotional beings and when we deal in emotion, when we share content that is – when I say emotional; I just mean something that resonates with someone else that shows you understand the position they're in and provide solutions accordingly. When you do that, you just have a greater livelihood of connecting in with someone and then trusting you. From familiarity comes trust, from trust comes purchase; makes sense?

Drew: Very good, I've been wondering a lot, what's in a name? My synopsis that is, my brand, is my brand that super guy or can my brand actually be property super simple with Drew Grosskreutz. What's in the name? Did you choose to use your name

deliberately or could you have had that marketing guy? What's in the name?

Tim: The way it worked for me Drew, once again there's not a black and white answer but I had the idea's guy, it's my marketing consultancy. That name, I didn't put a lot of thought into that name. There was a guy in the states who was doing it. I kind of like what he was doing. I was trying to get out of corporate and just quickly registered a name and I started that marketing consultancy, the ideas guy. Out of that, at a point in time about 4 years in, I think it was, I then had the idea of creating a podcast, called Small Business Big Marketing. It took off, and now three years, three and a bit years down that track, I now and I reckoned I probably left this too late but that's okay. Whatever, once again I'm not sure there's a rule on how long you should leave before you go and create yourname.com.au but now I'm doing that because I'm feeling there's a real need. People are ringing me and saying "can you speak?" and I'm ranking pretty well for marketing speaker on Google and all of that so I should have my own website but my belief about naming as a general kind of thing is what you, you the owner of that business or that personal brand put in to that name. Apple was once a piece of fruit.

Drew: Yeah, absolutely

Tim: Apple and Steve Jobs coming along it was a piece of fruit and now Apple is the biggest company in the world. In terms of your name, don't get stuck into it. I think if you are building a personal brand, it does make sense to own yourname.com.au if you're in Australia and take it from there.

Drew: Okay and then final question, just a couple of do's and don'ts for the personal brand. Consciously putting out blogs or even, I'm supposing it's Twitter or Facebook, when are you Tim and when are you the marketing guy? How do you differentiate those?

Tim: What I do is anything around Small Business Big Marketing, which is my show, I have a Facebook, I have a LinkedIn group, I have Twitter, I have a YouTube channel, I now have a Pinterest as of a week ago, I have a Google Plus, I have...what else do I have there?

Drew: They're all under small business?

Tim: All under Small Business Big Marketing. I couldn't, because that name is too long unfortunately like YouTube had to be The Real SBBM, Twitter had to be The Real SBBM as a vanity URL, that's what they call it. That's all marketing stuff and I'm really clear on how I use each of those. YouTube is generally where I'll answer listener questions to video. Twitter is where I broadcast new episodes, or "I'm speaking on such and such", Facebook is where I share the lighter side of marketing; funny stuff, funny headlines I see, funny customer service experience that I've been a part of or heard about. LinkedIn group like the Asteron Life LinkedIn Group, it's much meatier discussion. It's where people post great, almost intellectual marketing for me marketing and answer them and there's a real depth in the answers. Pinterest I'm starting to post visual things, guests that I've interviewed and I'm also about to launch a forum and that will be a paid membership forum where people can come in and post questions. I'm going to close the LinkedIn group at some stage and move it across into a paid forum because I'm finding my LinkedIn group is taking quite a lot of time and it's great

quality information there so it's worth charging for – not going to be a lot, probably it's going to be \$49, \$69, \$79 a month but worth doing. Your personal social media is very much personal social media. I'm going to actually make an effort this year to clean that up because I do want to make it personal so my Facebook will be family and friends and not just friends with comments but actual friends, people that I've met and be more kind of strict that way.

Drew: I have to go back on my Twitter and sneak a few tweets about cricket and Friday night football or something, you do seem to get on there on the sports tweeting so you can see the questions there after those people; social media savvy, it probably open their eyes up to actually the different personality traits that align to each different social media stream. They might have thought about that, they might have a thought or one. I'm lucky enough I dabble around with those that I do realize which ones which sometimes I get blown but there's a fair depth just to the social media knowledge of what to put out there so that's good. That's basically the wrap up of my questions. I've got a lot of ideas from that. I'm going to sit back for a couple of days and decide for that. I think I've got an answer myself after talking to you and a few others of what I need to do with my personal brand. I'm saying I will be going ahead with it and the naming part is what I really need to get at today so I just want to have some content now to actually going out with what I'm doing with my personal brand at work. Some content will likely say get them to the hopper or the filter to actually have a call to arms, call to action to make this out because that's the end result I wanted.

Tim: Absolutely and look Drew, one thing I think just to wrap this up to people who are listening and they've kind of gone "what the idea

of personal brand does seem appealing?” If I’m going to step it out and once again everyone’s on a different journey but if you’re thinking “what do I do now?” I’d say to people first of all define your niche. Be really clear on your niche and the more you can niche it down I think the better. I think the idea of a niche that’s an inch wide and a mile deep is really courageous but also a very rewarding so for me, my niche is small service based business. That seems to where my sweet spot is. It’s who I am myself so I get them; I know where they’re out. Once you got your niche, define your spine and that spine is all about, it’s a book term, it’s an author’s term. If you’re going to write a book, then what’s the spine of the book? I don’t mean the thing that runs down the side that holds the pages together, but what’s that theme that you’re going to constantly keep coming back to for your niche. My spine is modern marketing tips and tricks so any time you hear me talk, you hear me interviewing someone, blog, share something on social media, it’s generally going to be about a modern marketing tip and trick. I think once you got your spine sorted, just go and set up a website. If you really want me to be black and white here, do register yourname.com.au and do populate it with good quality content and as part of that set-up, some social media channels that you can put on your website as well and then decide on how you’re going to share content because at the end of the day, it’s the sharing of the content that’s going to help you become an opinion leader, become a thought leader and build a personal brand. You’ve heard me say before Drew, every single one of us is sitting on a mountain of content. We are, you know a lot about buying and selling property with super. I know a lot about small business marketing for service-based business. We’re sitting on that content and we can either choose to continue sit on it or we can share it and in sharing it, people are going to go “this guy Drew knows what

he's talking about. I want to know more" and so choose how you're going to share that content. It might be blogging, it might be podcasting, you might go on and write a book, you might put out a video once a week on YouTube. You might do an eBook, you might do an infographic, you might start a forum, there's lots of ways and in fact people would go to the content marketing institute, which I think is [.com](http://www.contentmarketinginstitute.com) and there's a whole eBook of 42 different ways of creating a content.

Drew: That's so scary, for a couple of things you're going to hit on there, those people who are in business that are afraid of specializing, I just went through that process last year and I couldn't be happier now because exactly what I say on my website I do. We're not doing any business accounting, we don't do any general financial planning, we only do property super and that change in evolution is a little bit scary but I can tell people it's really rewarding. I'm very happy that I choose to specialize and then number two, reiterating from you that we are sitting on a mountain of content, but don't be afraid, there are services out there, and you can outsource to help get that content out there. If you're not savvy with the social media, I'm savvy with it but the actual and all the background WordPress and editing software, I'm okay with it but I'd take four times as long as a professional doing it. I'm happy outsourcing that now. I haven't been but I choose yesterday in a webinar that I'm going to actually outsource that because I lost my practice manager, she's on maternity leave. She was doing all that for me, instead of me trying to pick the slack up, I've got to outsource that and once that weight is out of my shoulders as well, I slept very well last night because that's been troubling me for about a month. How do I get all this content in writing out efficiently and get to bed before midnight each night? People need to know that is there

and it takes a while to get comfortable on who to choose and what to do. Between you and I, I can always ask questions as well because obviously you got your systems and I've got mine in Queensland so away we go.

Tim: Love it Drew, mate you're on to it. You're on to it!

Drew: Okay thanks for your time, it was great.

Tim: That's great mate! As we said in the start, if you're listening to this you're part of the Asteron Life Better Business Series and the LinkedIn group that hangs on there. This will be on the smallbusinessbigmarketing.com website. There will be the opportunity to leave some comments. Feel free to do so. Maybe you got some additional questions or comments of your own experience building a personal brand. Feel free to leave them below the media player on the page. Drew, thanks mate for asking the question and encouraging me to answer it this way.

Drew: Thanks for your time

Tim: See you mate!