

THE **small** BUSINESS BIG **MARKETING** *show*

INSANELY EFFECTIVE
MARKETING

Episode #466
Why
marketing
works



www.SmallBusinessBigMarketing.com

Jeff Swystun Interview Transcription

Tim

Jeff Swystun welcome to the small business big marketing show.

Jeff

Yeah. So happy to be here. Thanks for having me on.

Tim

Now Jeff as one marketer to another. I would love to know what your definition of marketing is?

Jeff

That is a great place to start and I actually think marketing umbrellas all those other things out there like when we talk about branding brands and advertising to me marketing is the umbrella for all of these sorts of communications. Marketing to me is the creation of a relationship that allows people to get good information possibly in entertaining ways and just allows them to make a better purchase decision.

Tim

Yeah. Nice definition. I often think some people have a very very broad definition of marketing and some business owners that I speak to have such a very narrow definition I mean it's amazing how many think marketing equals advertising.

Jeff

Yeah and that's good on forever you know. And we used to laugh if I wasn't in advertising or at the brand consultancy inter brand. If you could describe what you did in marketing to your mother and she got it then you were doing well because half of the time they will revert. Audiences will revert to this notion of advertising because everyone's most familiar with it.

Tim

Yeah that's one misconception. What other misconceptions do you see out there as you go around speaking to business owners large and small about marketing?

Jeff

I think there's two things that go on. One is really dangerous is that marketing in certain clients certain brands certain businesses its tactics in search of a strategy. Business owners say we just need a Facebook page. We need a video on the homepage of our Web site. You know all those things may be true. Those are great tactics but if you don't have a defined strategy and creative execution of it all you're doing is sort of throwing dollars away and doing busy work. That's something that I'm seeing a lot of these days and then I see too much reliance on all the marketing tech that's at our fingertips now which is fantastic. There's stuff coming out all the time but once again a social media strategy programmatic

ad buys A.I. all of these things they're fantastic. But once again if you don't have something interesting relevant and different to say and say it in a compelling emotional way you're going to fail.

Tim

I see so many business owners Jeff rising to that idea of the tactics get a Facebook page get a website get a keynote ready to give it a Chamber of Commerce event which is all fantastic but they forget there's a whole lot of other work to be done prior to that. It's sort of message versus medium like they rise to the medium and forget hang on there's a message what are you going to say. What are you going to say on that website or on that Facebook page. Well I know that you cover that off in one of your seven principles which we'll talk about soon. So Jeff this book you've written why marketing works. I love the title 7 time tested brand building principles. Where did the idea come from?

Jeff

You know it's interesting given your audiences I'm sure it's a range of businesses but you're focussed on small. So I'm a Canadian. I live north of Montreal and Quebec at a ski resort actually so I'm very much the stereotypical Canadian. I have worked in the big cities but now we're in this small market and I travel around that one summer about four or five summers ago my wife and I went to the local farmer's market and actually that visit was the catalyst for this book. I thought there was a book in me from my days on Madison Avenue but when I saw these vendors at various stalls set up on a municipal government parking lot selling everything from interesting baked goods like ornate looking pies to the meat purveyor that had all these great slabs of beef pork chicken to artisans who were selling interesting wares and I just watched the bartering going on and I thought wow this is not really changed from everything we've seen from old movies. This is how they used to do it in Rome. This is how they used to do it in Pompei. And it got me thinking has marketing really changed through the years and is there's some consistency and continuity to the practice. So I went back a good two three hundred years where I could find something really interesting and began cobbling together marketing history and from that the seven principles fell out. There is this remarkable consistency to successful marketing and they're represented in the seven principles in the book.

Tim

Did you expect that result?

Tim

Not at all. Quite frankly I'm just a fan of history so I thought maybe I'll write kind of the history of marketing which would have been daunting unto itself. But I started grabbing these nuggets and they kind of fell into line all on their own. And I have to give credit to my publishers and editors. They sort of pushed me in this direction to not to simplify things. I'm not a big fan of how tos and checklists and things like that. So I want to emphasize to your listeners that you don't do these seven things as a checklist. There are things that are happening all the time and you've got to keep your eye on all of them. It's interesting how

they interrelate but they're not do this thing and then do this thing and then do the next thing. They're the elements that make up a great marketing strategy and plan.

Tim

I digress for one moment but not being a big fan of had to and checklists we have become a bit of a had to and checklist society it's sort of the click bait of the internet aren't they.

Jeff

Oh my god you hit something you and I could probably have 10 pints over this one but it really bothers me because I do wake up and I do my sort of go to my favourite sites and news sources and apps. Seven ways to do this the six things of that so I actually fought with my publishers about you know putting that seven brand building principles right on the cover. But the fact of the matter is I have proven them. They're there. They make sense and they're a lot of fun. Like I really grab some anecdotes. We're all sick as marketers and business owners sort of hearing about the same brands over and over again. How much can you hear about Apple McDonald's Coke they're all relevant. They're all fantastic great brands and they do marketing very well. But I've found some really obscure stories that are just fun to read. But then also great lessons behind that.

Tim

Well I love the fact that you have focussed on the more obscure and I try to do that with this show whilst I have interviewed the founders and owners of some large brands. I mean the spirit of this show and clearly of your book is small business big marketing and we live in a world today that allows us to do that. You grew up on Madison Avenue. I grew up on little St Kilda Road which is the advertising equivalent in Melbourne Australia and it was all about the big brands but now these days the marketing world's changed so much and we can do incredible things as small business owners with marketing and building great brands. So to that end young Jeff Swwystun let's get stuck into these seven time tested brand building principles and you lead with number one.

Jeff

Yeah this was an interesting one and it seems that when you read the whole list it seems like does that one really fit. But when I look back through the years the most successful marketing stories where we're positioning the brand the product the service as a solution something to make people's lives easier more enjoyable. And there's some great stories in this one. I love this story of just the Gillette razor starting and how in the first year the gentleman's name by the way was King Camp Gillette. Quite a name. So Mr. Gillette in his first year he had this new system back then you had to sharpen your straight razor and go through all that effort for a daily shave and he created the stamped blade that fit into this thing. And the first year he sold like maybe seventy nine razors and one hundred and twenty four blades that next year and I'm paraphrasing but the numbers in the book it was literally like seventy thousand of the razors and one hundred and forty thousand blades. And what he did in the difference there is sort of asked himself I've got this tremendous product. It obviously is groundbreaking why aren't people getting it. So he actually began positioning through advertising in magazines wherever he could distribute and afford that.

This was a time saver. It was great. Better for hygiene. And I would love this. It was a path to professional success for a gentleman if you were well groomed. You had a greater chance of acing that interview getting a job getting that promotion. So that was positioning the product as a solution rather just as a alternative to the other way of shaving.

Tim

Well great learning. Offering benefits vs. features is probably the same thing as offering a solution isn't it like what's in it for me. That's the society we live in.

Jeff

Absolutely and you've probably worked kind of from the same period. A pyramid graphic. When you look at whatever it is you are offering. There's the fundamental functional benefits it provides. There's some emotional benefits that next bandwidth and then the top of the pyramid is the higher order benefits. You know and that really is even farther than what's in it for me. It's really how is this going to change my life for the better. And if you can craft a story craft a message around that you're gonna move blades obviously.

Tim

And is a great tip around turning a feature into a benefit which is a little copywriting tip that I learnt years ago which is when you use the words which means for example the car is red which means it goes a lot faster which is completely untrue of course. Turning a feature into a benefit is golden and working in solutions because we all want a solution. I love the fact that you chose Gillette despite the fact that we said there's no Nikes McDonalds or Apple.

Jeff

But I'm telling the story from his first year of business so he was a small business into it as we know today such a tremendous brand and that has so many offshoots to it. And to your point too about that. If you can change that just change that story a bit. And I loved the line from the Macpherson industry is that you don't sell the mattress you sell the sleep and that's just a tremendous way that I think all of your listeners should think about their business whatever it is they're marketing and selling. Don't sell the product. Sell the benefit. Sell that higher order benefit and you're going to farm more conversations and far more customers.

Tim

And so inspirational as you say. What was his name. King Camp Gillette was a small business owner once he was selling 79 razors in the first year. That's crazy and now it's the biggest blade in the world. Great story. Jeff what's the next marketing Principle Number Two?

Jeff

Well and you know there's been a lot of debate about this one but to me I adhere to it. I just can't see other any other way of communicating brand but that's through telling stories. Stories are the currency of humankind. There's that old proverb if you can talk about facts

and figures and people won't remember them you can show people stuff and but if you phrase it in a story people are able to take that away and I just think when you go to like a cocktail party this coming weekend what's the first thing that's someone new is going to ask you what do you do for a living or what do you like. You end up telling a story. Stories are everything and in this particular chapter and it's around the same time of Gillette I talk about odorono. Which was the first sort of perspiration brand that came out and believe it or not. Again a very small business at the start and a very young business owner a 17 year old girl named Edna Murphy saw that her surgeon dad was using some sort of solution to keep his hands dry during surgery and she turned it into really the first perspiration brand and she failed too kind of like King Camp went out there sold it on medicinal benefits and ended up hiring J Walter Thompson and the gentleman who would go on to lead J Walter Thompson worldwide that agency and he turned the story more to a social faux pas that if you were exuding unhappy smell in society at parties then you were not going to rise within your social circles. And interestingly enough this was originally pitched odorono to men. He said no. The target market is women. And he kept pushing on that. And initially they were really insulted he was taking out ads and some pretty well-known magazines back in America at the time. Good Housekeeping and things like that. And actually there was a huge backlash by women saying this is an insult to us. But sales climbed in similar scale to the Gillette blades story. And so he really hit upon something in his ads are absolutely beautiful the one page ads. He writes these long they must be I don't know eight hundred word ads back then because people had patience for it. They weren't as bombarded as we are today. And they were like stories of how to be a successful woman how to be an important woman and how to be a woman with social cachet.

Tim

The day of the long copy ad is well and truly gone although you could argue that everyone else is shouting it's time to whisper and the whispering would be a long copy ad but even ads these days are kind of dead in that format.

Jeff

Well to me even the most complex brief that an advertising agency or consultant would get should be able to be explained in a few words and in a Word document. You shouldn't you need to go to PowerPoint right away to get your point across it shouldn't be having to do visuals or video you should be able to solve the problem in a few words. And that's why I still think when I see a gorgeous print ad whether it's long or short copy I'm still really excited by that because someone's done some smart thinking.

Tim

Jeff the two principles that you've shared so far position your offer as a solution and tell stories. Totally agree with them both. They raise the anxiety that many small business owners have around copywriting some of them don't even know they have the anxiety but having to write their own copy their own web copy their own ad copy their own sales to copy. And as you and I know copy is just so important. And I wonder whether you have a solution to this because copyright isn't cheap. Not every small business owner can

necessarily afford a copywriter although they all seem to have a graphic designer on their team. Any tips there?

Jeff

You've hit a real conundrum and it is a tough one. I'm actually engaged with a client right now. One hundred and forty locations sweet treat franchisee model and that sounds like a significant business and they're taking in franchise fees every month. They're selling this product called a beaver tail that's a Canadian product it's a candy treat that you can put a ton of different toppings on and this is a fabulous business but they themselves when I first gave my fee for writing their revamped brand story it was a tough number for them. And so we've been working together because it's a fun project. And so I know that regardless of who you go to engage in expensive person or a junior right out of school is writing copy on their Mac out of the basement. It still has a price tag but the fact of the matter is the only reason for a business owner small medium or large to go outside is because you don't have that expertise in-house and also the objectivity to your brand to your business. That's what you're paying for because on a day to day scale small business owners are doing everything from accounts receivable to payable to employee training to whatever it is you could have. Three florist shops and you could be run ragged. Right. So who has time to sit down and really do this so as expensive as it may be as distracting as it may be which really isn't to the core business. I just believe it's an investment that must be made.

Tim

Money well spent. Jeff Swystun marketing principle number three.

Jeff

Yeah. Definitely. This is in the studies I referenced in this chapter. It's all about emotion. As we said at the top of the call. Marketing is about giving information that allows consumers to make better more informed decision. And as we've seen through the last 50 70 years that information can be conveyed in a number of ways. The insurance industry is one I bring up. I watch the American insurance industry and I'm fascinated by it because we're a little bit more conservative in Canada and we sort of get it. But they've created like six different spokespeople across six different companies. They're kind of like icons like Ronald McDonald like they have a character called Mayhem. They have a professor. These are the big insurance companies so they've had a hard time telling their story because if you remember the early days of insurance the whole purpose of marketing was to scare the crap out of people to buy more insurance. You need home auto life personal collision all that stuff and that didn't work for them after a time. They sort of threatened consumers away. So now these big insurance companies in the US have created sort of cuddly icons and mascots that talk a reverently about the need for insurance. It's not the greatest example for success because I think they're just fighting over a little bit of market share. But it's interesting they moved from scare tactics certain emotion around that or threatening to one which is more humorous more reverent to bring people in and hopefully when they got people in they can tell their story. So that's an interesting one. That's not the greatest example but what I really like is the Unilever campaign the real beauty campaign that won all the awards like five six seven years ago. So I talk about that in the book. It was

about moving away from society's take on what a woman should look like and then all of a sudden in Unilever's campaigns they start showing real women in their underwear. They start showing people of all shapes and sizes talking about their body image issues. And this was really amazing for a company that is selling beauty products which has all been about covering women's faces up in some regard. Now it was about stripping things away and really talking about society's notion of what it is to be a beautiful person. And that was a hugely emotional story and win lots of people over. And it was reflected in their results.

Tim

So the principle here Jeff is about injecting emotion into your marketing and avoiding and staying away from the rational which kind of plays back into offering up solutions telling stories all that is emotion and in fact the best definition I've heard of a brand is it's an emotional connection so I get it. Yesterday I was actually reading about how Ronald McDonald the clown came into being because up until then McDonald's was selling on price 15 cent hamburgers and then one of the franchisees from Chicago area came into his office and said I've been using this clown. And every time I bring him out our sales quadrupled. And so it's sort of going from that irrational to that emotional kind of aspect of your business.

Jeff

Yeah. And those I don't want to say they're gimmicky they're great. They work. They they draw people in. There's just so much communication clutter out there. The point of the chapter you hit on it well Timbo it's about connecting with people as quick as possible because we all have very limited attention spans these days. And when you talked about that emotional connection if you don't mind I'll move to the next chapter. It's a great segway and that next chapter is about building relationships. So if you've already gone out with the motion the idea is you've put yourself out there in some way and now the hope is that you can build a long standing relationship with the consumer actually kick off this chapter with a quote from Beth Comstock who was huge at General Electric and she's now vice chair. She says we are all emotional beings looking for relevance context and connection. And it's so true. We want to join meet groups. We're tribal by nature. So this whole next chapter on relationships for your listeners it's about seeing how you can create a really neat relationship with your consumers that they want to keep coming back to you because you're satisfying something for them not a solution perhaps but a validation that they're making the right choice.

Tim

Got an example of a business that's done that well?

Jeff

Yes. This obscure one has been hilarious. If you read the reviews on Amazon of my book. Two or three of the reviewers have actually brought this one out. I'm not sure if down under you guys had a treat called after eight mints. It was a Roundtree product out of England so it found its way to Canada. The name was deliberate. After eight mints you're going to have them after your dinner. And so it was instructive. It was teaching the Brits

who had come out of austerity measures following World War 2. This was around 1960. They were starting to get their economy back on track after being nearly bankrupted by World War 2. And people weren't entertaining at that point they didn't have the money to do so. But now there was new wealth and they started entertaining so these after eight mints came out and said have a box of these on the table. They're sophisticated. They'll show that you're a great host. And people started putting them out. And it was absolutely incredible. They gravitated to Canada. I remember my parents having them so after eight story was great for a time and then all of a sudden their sales started to slide again and they looked at it and said well it's because we're telling people you only have a box after eight and then all of their advertising switched in two different directions. First off enjoy throughout the day and they did some really illustrative fun campaigns with that second they said if you're going to be a guest at such a dinner function you should bring a box of After eight minutes to the host and hostess. They shouldn't only just provide it. So the next thing you know they have three or four times the sales. But what I love about the after eights story because they still sell today we're 50 60 years on is that they've gone through a cycle of marketing where they poke fun at themselves. There is a reverence around these wafer thin mints that come in their own little pouches they poke fun at themselves but they've built relationships with their audiences that have lasted until now from one generation to the other because we have a certain nostalgia for it.

Tim

And you know you type that into the modern day Jeff and the building of relationships online is now infinitely easier and it's two way because of social media because of email marketing because of lead capture on Web sites all that kind of stuff and the smart business owners out there and I know there are many listening have that ongoing conversation we've talked at length about this on the show previously where on your website is it if you're a locksmith or a chiropractor or a solicitor. People are going to go to your website once maybe twice. So therefore as soon as they get there offer them something in return for their email address so that you can have an ongoing relationship with them and offer them things of value on an ongoing basis because one day they might need you.

Jeff

Absolutely. That's so good. And I wanted to mention it earlier in the call when we were talking about tactics versus strategy. You know the fact is you don't need a lot of tactics so don't want to dissuade any of the Small Business listeners from trying different things. Marketing is both an experiment and I'd like to say a furious plagiarism. Take ideas from somewhere else and try to graft them on because they can work. I worked with a company that did a study. This is about 15 years ago that said a potential customer needs 17 touches before they will be predisposed to buy what you are offering. So that's amazing. So we have to have a smart strategy we've got to tell a great story we've got to talk about our difference in the higher order benefits for our customers. But the fact is then you do have to get that message out there. And as that study showed you've got to get it out there are a lot of different ways whether it be a newsletter couponing a loyalty program Website outreach all those things because that just continues to amaze me that number 17 touches a customer will feel good about trying it.

Tim

Jeff we are up to Principle Number Five.

Jeff

Yes I hope I'm not testing your patience. So we've learned from relationships now so that was sort of the one on one. How do you generate that relationship and then it's about building a community around your brand getting those like minded people that are enjoying what you offer whether it's a service product or other to build a community and I give lots of examples here both from present day to the past. GoPro the camera company they've created a community of avant garde and crazy athletes recording everything they do from the ski slopes to jumping off cliffs and related to that is Red Bull. What a community they have created around an energy drink and their activities in order to pull people in. And when you hear Red Bull now you go yes that's a drink that can keep your teenage kids up at night. But no it's a sports and entertainment business that has created a community and their make as much money off their YouTube videos as I think they do after soft drinks these days. So communities huge. It's funny to do a relatable story for a small business. So in my community which is five thousand people at any one time hour and a half north of a big city but then grows to 15 20 and ski season. So all these businesses have is up and down periods and I hear all the stories about the restaurants and the shoulder season and how they're suffering and then they are overrun when the tourists come and I see it firsthand. I think you'll like this story Timbo. My stepdaughter is living here now and has started up a very successful hot yoga studio and I've enjoyed watching her build a community around that studio and if anyone's familiar with yoga it's a community to begin with. But then there's these communities within a community that really bond around they're tied to the instructors who are good they're tied to the studio that is offering clean facilities and great classes. But boy she has parties and the instructors and the clientele show up. She does events in the community for free yoga for seniors. I've just watched her build this thing and she hadn't read my book yet so she was doing it intuitively and instinctively but it was just really neat to see her grow this business from I won't give numbers but it's really impressive. And it's because she is focussed on a yoga community here in our village.

Tim

Well I think there's a number of things there. That's a fun thing to do and we should have said upfront marketing should be fun. I often say marketing should be a hobby because when something is a hobby you find time for it you find money to throw it at you find the resources. Secondly I think as an insight into human beings these days we're looking for community we're incredibly disconnected race thanks to social media which you could argue is a great way to build community entities. I get that. But I think more and more people are looking to look up and not down at these screens these days and by looking up I mean what your stepdaughter is doing is going to a party connecting with other members of the yoga community and just having fun and I think that can only be of benefit to any business who really really adheres to Principle Number Five.

Jeff

She's reminding me of a quote from good old Henry Ford. I'd like to see how much I can give with the dollar instead of get with the dollar. So she's pricing things right. She's protecting her margin. She's doing all that but she's also expanding personal emotional time on making sure people are happy with personal touches like cold clothes at the end of a hot yoga class on people's faces which is an additional investment for her. All these things. But just to give little flares and panache as to what she does so absolutely kudos to her. I heard your sponsor their American Express and I talk in this chapter about their small business Saturday that they've done which I really appreciate which is to direct consumers in America to the small businesses of that nation and how they've actually achieved like sixteen point two billion dollars of sales on that day in 2015 according to the American Express Web site because they've been working with their small business partners on promoting small businesses. And I love the story Barack Obama and his family go into a local bookstore in Washington D.C. while he was still the president and taking the kids for a treat and an ice cream shop in Washington on that day. Just a lovely story.

Tim

Love it. Principle number six Jeff.

Jeff

Yes. Of course you said marketing should be fun. And the reason why marketing is fun is it shouldn't be treated as a transaction. Of course the end of the day everyone wants to have a sale. But now we position things as an experience and that's how we differentiate. How does one coffee shop get all the business versus the one across the street that isn't doing as well. There must be something in their secret sauce that the greeting from the staff the cleanliness of the space the variety of wares all that sort of stuff come into it. So you've probably been saying this for about 20 years too Timbo its experiences are key now. And even with the millennials we're finding that they're staying away from buying cars. They're not as interested in getting that house and starting a family. They're putting their money into experiences actual travel participating in sporting events. So experience is taking on a life of its own.

Tim

Absolutely we all love again. That's all it comes back to getting out and about and experiencing things as opposed to just kind of that transactional nature and it's amazing what had transforming it can be when a business goes from simply being transactional to trends transformational if you like I interviewed a fellow a number of years ago now Darren Finkelstein he owns a little boat yard. He owned a little boat yard down at a local marina. And it was a transactional business by cell service high end motor boats and he went from being transactional to transformational Jeff by simply doing a weekly with a report on his YouTube channel which showed customers and prospects what the weather was doing that upcoming weekend and how it was going to affect his boating. And whilst that's not an experience that necessarily the potential buyer is having he's still giving them an experience in an emotion that will help them have a great experience on the water.

Jeff

I love that story. That's fantastic. And I wrote a piece of book five years ago but I think I said it earlier. Little flourishes just little things you can do go an absolute long way in creating experience creating connection creating conversations so people go and share that experience whether online or offline.

Tim

I feel like there's a drumroll needed here if you left the best to last. Principle number seven.

Jeff

Let's call it kind of a warning to last. And that is all that you do in marketing all that you do in communicating your business has to be done with transparency honesty and this chapter's around authenticity. Just this last week I'm not sure if the story was news down there was certainly news here where the North Face that apparel company for outdoorsy stuff they ended up getting into some trouble with their ad agency because they went on Wikipedia and swapped out pictures on 15 geographic sites. So you go to Wikipedia whereas great hiking and Patagonia or some place comes up in Australia or in New Zealand or Ireland. These 15 top places to go their ad agency actually went there and put promotional North Face photos in the Wikipedia sites and you think wow was that just to gain awareness just have people if they happen to punch in and go to Wikipedia and see North Face. It was actually also to drive their Google statistics. And so it was completely dishonest. They totally got called on it and they've apologized but they haven't really signalled what they're going to do as compensation for this action.

Tim

I wonder about things like that I mean at the end of the day very unauthentic the wrong thing to do. But was there a secondary meeting at the North Face HQ where they said this is going to cause us some short term pain but we're going to be talked about we're going to be remembered we're going to be in the conversation for not the right reasons but you know no one died as a result of this. And our SEO is going to explode. What do you think. Am I being cynical?

Jeff

You know what. I think it's funny. I think if you're in this profession long and if you get a little bit jaded a little bit cynical and certainly that was discussed too in follow up reports with a similar issue here we have a successful company out of Canada called Lululemon that is one of the bigger apparel producers of yoga related fashion back to that yoga thing and about two three years ago or maybe more. They came out with a pair of pants that were a little too sheer but sold them and they were women pants you know we're doing yoga moves and that there was a little bit too much showing. And so the thought was around that too they had to recall them all day. They compensated the consumers who bought them and they literally shredded them to dispose of them. But everyone at that time thought too was that just a PR stunt. You know that makes me doubly sick that you would actually hatched the scheme to have another scheme. It just makes no sense to me.

Tim

I've got another one for you the Starbucks takeaway cup that was accidentally I put in quotes fan seen on the most recent airing of Game of Thrones. Did you hear about that?

Jeff

I did. So what's your take?

Tim

My take is that Starbucks paid an absolute large amount of money for that to happen because I just think that'll go down in marketing history. Product Placement history all was put there by accident. I don't think so.

Jeff

You know what there's just too many people on set to let that flub and when they're in the editing process. You would pick that up. You would think yeah no it's one that I think we'll probably hear in about six months. That's some sort of stunt behind it.

Tim

Jeff great principles. I'm just going to read or write them. Tell me if I've got any wrong number one was position your offer as a solution number two is tell stories number three is connect with people using emotion. Number four is build relationships. Number five is build a community around your brand. Number six is don't treat marketing as a transaction but as an experience. And number seven is. Be authentic. Have I got them all right? Have I passed?

Jeff

I think you're a co-author.

Tim

I love it. I love it. Well done thank you for contributing to the marketing story. It is a little bit of a history of marketing this book The why marketing works seven time tested brand building principles which can be found on Amazon and probably all good booksellers. What do you hope Jeff just to finish up because we again we've talked about self publishing and publishing a book on this show. Previously as an effective marketing tactic for small business owners. What do you personally hope from being an author of a book now?

Jeff

Well the first thing I got out of it was a cathartic exercise. I sort of wrote some stuff out that were bugging me and I wanted to get out and get that out of my system and then I just thought the content was fresh and interesting from my own perspective. I obviously want to get work out of it. I'm still a branding and marketing consultant. I hope someone picks it up and says wow I really agree. And let's get this guy in there so believe me it's in some ways a thick brochure that demonstrates my thinking and being on shows like this demonstrates that I'm always thinking about marketing and very appreciative for the opportunity.

Tim

It's a glorified business card I write a book about for three or four years ago and it is absolutely I love the idea of handing over a book when everyone else is handing when my competitors are handing over a business card when I'm looking for speaking engagements. Well done Jeff listeners you can find out more about Jeff at swystuncommunications.com. I'm sorry to hold you up I'm sure there's a mountain to be scaled so I'll farewell you and all the best Jeff. Thank you.

Jeff

Thank you guys was absolutely a ton of fun and once again if any of your listeners want to reach out to me the meter's not always running I just like to have interesting conversations so please do reach out.