

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

INSANELY EFFECTIVE
MARKETING

Episode #469

**Timbo answers your
most pressing
marketing questions**



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Tim Reid Interview Transcription

Let's get into your wonderful marketing questions that have been emailed to me over the last few months and that I have been sitting on. The first one is from Emily Harris who simply demands I mean asks in a short tweet. Very short tweet that I hand over my podcast workflow. In fact, her exact words were Hey Timbo I'm keen to start my own podcast to grow my jewellery business can you tell me how you do yours? Don't you love the abruptness of Twitter? Well, Emily, that is a great question but I have done an entire episode answering that question. It was episode 351 and I'm going to put a link in the show notes for you so you can access it. But basically what I did in that episode and it's a great way to put together a podcast episode I must say which is reach out to your listener base via social media or your email database and say what questions have you got about a particular topic. In this case, I put a tweet out and an email out and posted on the show's Facebook page what questions have you got about podcasting. And I got lots. I got lots and lots and that's what I did in episode 351 where I answered every single one of them. So Emily thank you for your tweet. You'll find all the details of your answer in episode 351.

Next question is from Rhys Donovan. He says Hey Timbo I'm having a debate with my business partner about an upcoming presentation that we're doing and we've got very different opinions on how we should structure. I'm the referee stuck in the middle. The business I am in is animal allied health care and rehabilitation. Just like when us humans are sore we might see a physio chiro or massage therapist that we provide that service for the family pet. Goodness me. A little adjustment for a little Charlie Bucket. That's the name of my dog. Back to Rhys's email. We've scored a gig presenting to a roomful of veterinarians who are our main source of referrals. Right after the main presentation which is on hip replacements in animals. Our goal is to get every vet in that room sending us at least one case in the next three months that's a good goal. Good thing to walk on stage having that in the back of your mind Rhys. This will be the best platform that we've had so far to get our message across so it's important that we nail it. I'm of the opinion that we should focus our presentation on how strengthening and rehabilitation can help their patients with hip problems because that's what the vets came to the conference for. However, my business partner doesn't want to pigeonhole us as just the hip rehab place because we can and do a lot more than that. So he wants to talk about a range of things that we can help their patients with. How would a seasoned marketing guru and presenter like yourself handle this one? Timbo. Well, your partner Rhys has fallen into the trap of just wanting to say everything to everyone and hope some of it sticks. Right, and I get that. So many business owners want to do that in your marketing. But my advice Rhys would be to focus on the hip issues. It will be a great follow on from the previous keynote. But the trick here is to make sure that you're really clear that you do offer a range of other services. That can be a throwaway line at the end. Or it could be even something at the start where you say Good day. My name's Rhys Donovan. I'm from the animal rehab clinic where we do a range of things to help all sorts of animals. I don't know to feel more comfortable to feel chilled. I don't know whatever that outcome is but today I'm here to talk to you simply about hip replacements in animals and then you go into a couple of pro tips Rhys. One is have stories

to support the facts don't just get up on the stage and list a whole lot of facts that's boring. Have stories that get people leaning into listening to the fact that you want to share. Don't rely on wordy slides please use images just not lots of words or charts and all that kind of stuff. Maybe have a picture of a spine because that's what you do I get that and engage with your delegates at the conference beforehand. Go up to them in the audience before it starts over drinks tea coffee whatever it is. Introduce yourself ask what questions they have and get a sense of where their minds are at. In regards to the topic that you're going to talk about and most importantly have a really clear call to action in order to meet the goal that you have which is getting a consult from each and every one of them in the next three months. A couple of episodes to listen to Episode 417 with James Rennie he's the drone guy who uses public speaking to generate a lot of his revenue and Episode 303 where I did an entire episode on how to become a professional public speaker. I'll put those links in the show notes over at smallbusinessbigmarketing.com/469. Rhys thanks for your question.

Righto, our next question comes from Scott Burns. Scott says Hey Timbo I'm looking for some advice on better ways to market my small business which is called cleanrcrates.com.au. It's clean and then the word r crates so a little bit confusing I'll explain why I think it's confusing in a minute. I launched a year ago and growth has been quite slow maybe cause it's confusing. I have a basic email set up regarding autoresponder as I hate spam and have trouble getting my head around spamming the few customers I have 150 contacts with about 100 purchasing within that number. I've been sending out free products to up and coming Instagram influencers for a post and a story pointing out the positive points in our bundles. This is fantastic for exposure an Instagram profile views and all but that's it. Hardly any of them convert. If I've got a small percentage of then converting I doubt I'd be writing to you. Stay sustainable. Scott Burns. Scott, I'll talk about your website in a minute. Cause it's pretty hard to figure out what you do unless you have a closer look. First of all your e-mail question. Get over hating email marketing please just get over it. What you need to do is offer value in your emails. Send emails to people that answer major questions they have or entertain them or introduce them to things that they didn't know to make their life easier. That's all we need to do. Lose the mindset that all email is spam. It's only spam if it's useless but do avoid fancy designs.

Just do a nice text-based e-mail I reckon they work really well. Write curious subject lines to get people to open it. Be economical with your words don't write essays and if you want a couple of great episodes on email marketing that I've done. Episode 412 with Dan Fagella who is a master emailer. Speaking of master emails episode 131 Wow that is years and years ago with Chris Tilley. It's all about email marketing tips and I got to tell you they are as valid today as they were back then. In regards to Instagram influencers. Keep it up if it's good exposure. I guess Scott but you do have a conversion problem on your website so you might be getting exposure but when people go to your website you're not getting the conversion and that's where it's falling down. It's just not immediately obvious what cleanr creates does. Right. You need to have a more of an ecommerce look so cleanr crates what they do for everyone else listening is they send sustainable crates of sustainable type products like toothbrushes and shaving cream and food storage bags and things like that I'm not sure shaving cream I think I made that one up but it really is quite hard to figure out

what you do. Have a more e-commerce look on the website. You want examples go to powerplanter.com.au And you will see what I mean by an e-commerce site where it is crystal clear what is on sale. I interviewed Brian Chapman from power planter episode 376. Episode 451 had snotty noses Laura Klein that's an eCommerce website. Even last week's episode with Loz and Alex from Will and bear episode 468. That is an awesome e-commerce site. I think Scott you just need to borrow some lessons from those guys. Get your metadata right. Your metadata on each of the page tabs is not very clear like for example the home page metadata just says cleaner creates convenient and affordable sustainable bundles. I'm not sure that's enough. People are really looking for that. And lastly, Scott create some great content to drive traffic. Whether that be a blog around sustainability. A podcast. A YouTube channel some e-books but just create some really solid content that positions you as an expert in this field. Scott, I appreciate your support for the show. I'm sorry I've been so harsh but I really want you to do well and I hope that helps.

Dean Zellman from Mr-Stitch.com says Hey Timbo I've been running an embroidery business for about 20 years now. We specialize in custom logos for TV movie and marketing companies as well as small to medium-sized businesses. That's a rather large audience you have there Dean. Our work is very custom but I just haven't seen any good out of the box marketing tips. Are there any shows of yours that might relate to my business. Well yeah all of them. If you've listened to this show I'm guessing you know my view that you don't need to listen to an episode of this show. Only if it's I'm interviewing someone within your industry I think the best ideas come from with outside your industry. So always kind of have your mind open and be thinking How can I apply what that person is doing in their industry into my business. Even though we're in different industries so take another listen to a few episodes Dean and implement. Now I'm wondering what you mean out of the box or outside of the box. Out of the box, solutions are ones where you just open the box and apply them. They're not necessarily that good. Outside of the box marketing solutions, they're the ones where you're thinking a bit more laterally if you know what I mean a bit more creatively. So you want some of them to have a listen to episode 388 with Will it blends Tom Dickson. He uses his blenders. He loves them and believes in them so much to blend anything from a hockey puck to an iPad and everything in between. And he does these extreme product demonstrations and as a result, become a bit of a YouTube sensation. Arthur Greeno, I mentioned this guy all the time the Chick fil a franchisee in the States. That was episode 270. He goes around breaking Guinness World Records to get attention. In episode 454 recently Amanda Stevens and I talked about different ways to create epic marketing and if you want a way to think creatively about your business go all the way back to Episode 75 where I interview a fellow called Phil McKinney. He was the vice president of innovation at Hewlett Packard and he's created a series of killer questions that get you thinking creatively about your business. Some other ideas for you Dean approach influencers on Instagram and incentivized customers if they share your work on social using the hashtag. Mr. Stitch and after 20 years of being in business Deano I would suggest having a two-day planning session. Shut the business down or get it running on just a few of your best staff and go away and spend time on your business, not in your business. Dean, I hope that helps. Thank you for your question.

Next one's from Amera she says hi Tim. I just want to let you know that I have just started listening to your podcast while driving back and forth to work. Why has that taken you so long Amera? I've been going for 10 years and this email is only two months old. You make my dreary drive worth it. She goes on to say eight years ago I sold my business which was a belly dancing boutique called Ameras palace that is now in its 32nd year. That's pretty good for a small business. She opened in 1987. Still going. Granted it didn't make big dollars but it created great pathways for like-minded dancers around Australia.

I reckon I do a bit belly dancing wouldn't be pretty could do it. I'm now working full time but am itching to get back into my own business and have come up with an idea called cavewoman. I don't know. She doesn't explain what that idea is but that's great. You've got an idea. Magic's in the action but here's her question. I just know my mindset needs to change from what it was from Ameras palace that was the belly dancing school which I opened with nothing. To this project that needs to make money this time as I have a mortgage up here. How do I start again in my 50s with no Start-Up funds? Well, Amera I'm in my 50s. I'm 52 and I just reckon you've got to lose the mindset around age first and foremost. Why is 50 a hard place to start a business? Shouldn't it be easier? You're wiser. You're smarter. You're better looking and you should have the ability the confidence to get out there and do it because you've already got the runs on the board. Having run Ameras palace ballet dance boutique for 32 years. Get a client. Create a problem. Get a client and over service that clients so that they tell others and then get another client Amera and invest back into the business each time you get paid. Pay your mortgage. Get food on the table and invest back into the business but I think your answer to your question is. Be proud that you're in your 50s be excited that you're about to start a new business and have the confidence that you've got the runs on the board and go out there and get yourself a precious client.

This one's from Sam Krieg. Hey, Timbo I'm a new business owner and I have set up a small podiatry supply business. The first question is around my email. I've just listened to an episode where you talk about an unprofessional email I set mine up as staykinetic@Outlook.com and I thought that sounded reasonably professional. Well did you Sam. What were you thinking? I didn't want to spend extra money on securing a different email when I thought this one was okay. Is it. No, it's not. It's ugly unprofessional. You should have Sam@staykinetic.com or .au I'm not sure where you are Sam but I think at @Outlook or @gmail or whatever those sort of secondary email addresses are they look unprofessional. You're bigger than that and you need to adopt the millionaire's mindset Sam and go and purchase a domain and get the email attached to it mate because it's not going to cost you a fortune. You know I'm all about the cash flow I get it sometimes business can be expensive but you can afford that Sammy. You're a big boy. My second question he goes on is I don't really know where to start with marketing the launch of my business to podiatrists. I've already done a bit of a soft launch with people in my direct network but I'm in the process of trying to think of ideas to reach podiatry clinic owners outside my personal network right. Sam pen and paper at the ready and everyone else. The first thing I do is ask those people in your direct network for their top three questions in the space that you operate and then send them a personalized video answer to each of

them and they're going to think you're an absolute legend and or you're going to do is record these videos on your iPhone. And if you want to really trick it up there's an app called Bonjoro which you can email those videos directly from your phone. See some analytics all that kind of stuff. That would be a good thing to do. Another thing I'd do Sam would be, be the guy who keeps podiatrists up to date with all medical supply developments. Start a blog or a podcast or a YouTube channel. Create the content and then send it out as an electronic direct mail as a newsletter or something like that. Do product reviews maybe quarterly info evenings where you get key influencers in a room and update them to find the influencers and make sure they know about you. And finally, provide content to industry publications. Basically, Sam what I want you to do mate is be the go-to guy when it comes to podiatry supplies and medical supplies to podiatrists. You just got to be the guy who can answer all the questions in Australia. Why not. Someone has to be and I would suggest listen to episode 326 where I interviewed podiatrist Daniel Gibbs from posture podiatry. What you could do podiatrists would love you for this. Send that episode to every podiatrist you know and tell them to listen to it because it shows them how to build an incredible podiatry practice and work less. You're welcome, Sam.

Righto. Next question is from Troy Heinz. Keep them coming. I'm loving this. Hope you are. Troy says hi Tim. Love what you do. Just wanted to ask a question about studying marketing. Would it be wise to go off to university and waste 4-5 years of your life when in today's world social media is producing hundreds of videos around marketing that helps educate people? Does the qualification really matter? Or would you suggest starting in sales then work your way into marketing as a career? Cheers. Troy. Troy, it's an excellent question. I'm very much the wrong person to ask. I did study marketing. It's how I got to see some of my favourite bands on campus at university. I had an absolute ball. I drank a lot of beer. I met a lot of young women. I had an absolute ball during my marketing days at university but I must say that the times they are changing or the times they have changed really. I do love the idea of on the job experience vs. going and studying. I think some of the university courses and it's a sweeping generalization but they spend too much time in theory and not enough time in practice. Hello to all you university lecturers out there. Please don't call me to bash me up but I think the idea of getting on the job experiences is just so valuable these days and really a great way to work your way up the ladder into marketing is by starting in sales because I think any great marketer with sales experience is an incredibly valuable asset to the company. So I'm not going to say categorically don't go and get qualified but boy if you can get yourself a good job and work your way up and learn about the industry in the products or services that you're selling you're going to be on your way to becoming a great marketer anyway Troy and mate keep listening to this show. Could do worse.

Next question is from Roger. Everybody loves Roger. He says Hey Timbo I am a small retail butcher shop but I'm also pursuing other ventures. I hear a lot about market research but I don't really know much about it. Where do you start to run an online survey? Or is there companies that sell this sort of data. Any info would be great or reference to a past podcast if you have covered this before. Love the show it's very helpful and more importantly motivating. Roger from the modern butcher. Market research well I'm not sure what you're

trying to find out Roger but I think it's a really good thing to consider. Something that many small business owners don't. Which is to go and do some research and get a kind of a temperature of what your customers and prospects are thinking. Someone who did this really well is Richard Kelsey from Beer Cartel. He talks about an online survey that he put together in episode 435 and again I put all the links that I mentioned in the show notes over at smallbusinessbigmarketing.com/469. But what Richard did was he went and did a survey of craft beer drinkers and then produced the 2018 Australian craft beer survey. He shared it with the media. It was brilliantly put together. In the episode, he describes how he did it. Here's the outcome of him doing it. His revenues increased 34 percent he added 17000 new customers to his database or they were prospects at that point. Tens of thousands of dollars in free publicity and position himself as an industry authority. So you want to learn about market research for small business and doing an online survey. That is a great episode to listen to. So as an idea for you, Roger, I think the 2020 Australian meat survey is an awesome idea. Asking questions like how often do you eat meat. What are your favourite cuts? What do you view on the health benefits of meat? What do you love about going into butcher shops? Just get a lay of the land of what people are thinking around your industry and then go and create that 2020 Australian meat survey. I think you might be American. Could be an American meat survey. I'm not sure what you are Roger. And then let the media know about it and you should get a fair bit of media coverage as did Richard. And if you want to know what questions to ask all you need to do is do a google search of your industry and then the words market research questions and you will get many many come up. So great question Roger if you'd do it. Let me know.

Last but not least while on the topic of meat we have a question and an idea from Jono. From Jono's jerky. Love it. Good day Timbo he says I've listen to other business podcasts before but nothing provides as much value as yours. You are marketing gold as you say. My wife and I run a business called Jono's jerky where we focus on creating a range of premium full flavoured beef jerky. Got into the beef jerky. I'm kind of been tempted there's actually even a beef jerky shop near where I live. That's all they sell and other South African products I think too. Currently, we're getting ready to launch a new product which has the potential to totally transform our business and take to the next level. The product I'm talking about I love this is a flavour of beef jerky that no one else has done before. Can you guess what it is? I don't think you will. It's a cheeseburger flavoured jerky. I actually got the idea after listening to your interview with Philip Kuoch episode 441. That was the guy who was creating gold plated cronut a cross between a doughnut and a croissant the back of that you have got an idea for a cheeseburger flavoured jerky. I love that. I love what this show is doing out there. I'm e-mailing to see what other episodes you can think of that are specific to a new product launch or line extension that might be useful for me. Awesome. Have a listen to episode 468 that's last week's episode where the guys from will bear hat e-commerce store approached their top 100 Instagram photographers. That was a success in launching their business. Episode 424 with Dave Munson from Saddleback leather. He's an expert storyteller and he used stories to launch his sadly leathery baggy business. Episode 396 with young entrepreneur 15-year-old Will Deeth from will be fun. He launched by getting really cheap space in some local shopping centres and starting pop up stores so you can have a listen to that too Jono. Hope that helps. And Jono went on to say in his email

I'd like to finish with a tip for your listeners that has worked wonders for me every time I listen to an episode of small business big marketing I think of other business owners in my network who might enjoy and get good value out of that particular episode. For example customers distributors suppliers friends or just someone who I'd like to connect with. It's a simple thing and people really appreciate that I'm thinking about them. After all, we can get so stuck in our own business bubble. A lot of the time I love that idea Jono that you're sharing the episodes of my show with others. But any content that you see that you think such and such add real value that it's such a lovely gift to someone to show that you're thinking about them and it's relevant to their business. So go and do it. In fact, to everyone listening find one episode of my show that you think someone else would really benefit from and send them the link. Tell them to subscribe podcasts success is a lot about subscription so just make sure you hit the subscribe button on your podcast app and that way you get the episodes immediately that I launch it. Enough of that. Hey Jonathan. His named Jonathan Painting. He's from Jono's jerky. I hope that answered your question.