

Speaker 1 ([00:00](#)):

In this segment, we're going to talk about content development. And as a general category, think about this as two different components, really the same thing, but thinking in terms of content marketing, it's a phrase that people use a lot in, in the online world nowadays, and think in terms of, of SEO or creating bait for Google and, you know

Speaker 2 ([00:25](#)):

Yeah, and SEO stands for search engine optimization and that terms kind of misused a lot in internet, people get paid for SEO, and your, your website ends up being this big, vague term. So we're going to talk about what, what you really should be doing in terms of,

Speaker 1 ([00:42](#)):

Well, and the strategies have changed a lot. I mean, you know, I mean, I wrote, I wrote a book on internet marketing in 1999

Speaker 2 ([00:51](#)):

That's the ancient times

Speaker 1 ([00:53](#)):

Yeah. When it was Alta Vista go to Yahoo was a directory, you were doing a keyword spamming, and you're putting keywords under the photos and you're, you know, a, you know, in hidden type. And so still the world has changed dramatically on that, on that side.

Speaker 2 ([01:08](#)):

Although people are still sometimes building their web pages with those

Speaker 1 ([01:11](#)):

Strategies and which Google really doesn't like it now and may not have ever liked it, but they, they didn't find it.

Speaker 2 ([01:19](#)):

Right, it was, it was nice and tricky. Yeah.

Speaker 1 ([01:22](#)):

Yeah. But so, so let's start with content. And the logic of content is there's a lot of places that you can be found and you can be found as an expert. And there are places that even if they don't find you independently, once you have a prospect or Alta Vista or you can run an ad to point them there. Right. And to think about two media that we use a lot, which is podcasting and YouTube. And here's the interesting thing I think about this. And I, I, in a different segment, I use the example of there's a marketing guru in this niche by the name of Dan Cooper up real nice guy. And I first discovered him because I was on my, you know, my holiday, John says, you know, have I listened to 150 podcast of everybody kind of short of doing what we do?

Speaker 2 ([02:13](#)):

That's the kind of holiday he goes on yet.

Speaker 2 ([02:16](#)):

And most of it was painful. Some of it was good, but like with Dan, very engaging, mostly good content. And, and, and then I, I ended up meeting him. But what, what happened is by the time I met him, I felt like I already knew him. Right. Cause with, with watching a YouTube video, watching any video content or listening to a podcast, whether you're watching them on video, which is better in my opinion, or whether you're listening to it, although most of most consumption on podcasts are still audio. Most consumption on video. I mean on YouTube is video, but either way is it's a much more human and engaging way to interact with somebody. And there's also a contrast where you see people who are kind of stiff and try to be too professional. They kind of miss the point a lot of times that the idea is to get your personality across and to be engaging. And frankly, we're asked to be polarizing to be, but to be opinionated, if you look at the, you know, the two top radio hosts in the last 20 years, it's Howard Stern and Rush Limbaugh. And, you know, people who love..

Speaker 1 ([03:23](#)):

You can't get much more polarizing than those guys.

Speaker 1 ([03:25](#)):

People who love Howard love him and people who hate him hate him and same with, with Rush. Right? So, but what happens is, is with podcasting specifically, there's what, how many have we posted on now? I don't know, 25 directories or something like that. You know, there's just a ton of different, what would it be called? Directories RSS feed without getting too complicated, but you know, the 800 pound gorillas are, what would you say, Apple, Spotify, Google, maybe iHeart Radio Pandora. Right?

Speaker 2 ([04:01](#)):

So with a podcast, you host these on your website. If that that's one thing that's really important. And then you, these get pushed out to Apple, Google, Spotify, Amazon, if I miss them and then a bunch of them and it's okay, you know, these are the big ones. And what happens then is we want people to watch podcasts. So there's ways to push these out to the public and your prospects and your clients and your, and other people. That's important because we want listeners because that helps your Google ranking. But also Google is indexing these platforms. And when Google indexes these platforms, it knows that they're connected to your podcasts. That's on your website. So this gives you authority. It's called, it's kind of the main term. Now that that's being used, it gives you more authority in terms of Google, Google thinks then your website is more important because you've got this podcast sitting on it, this connected to these big time websites.

Speaker 2 ([05:10](#)):

And because you're podcasting, let's say on a weekly basis or on a regular basis, that means that Google saying, Hey, this podcast is, you know, you're connected to these big time operators and it's going to be, it's updated. It's very recent. This is, you know, recurring content that's happening on a regular basis alive. Yeah. So it's, it meets a couple of criteria. That's really important. One is your podcast is about the topics that people you don't want to know about like financial planning and retirement and whatever, whatever thing you, you particularly specialize in your niche and that it's added content on a regular basis. So that's why podcasting in terms of content is something we really like right now. If you had asked us a couple of ago. Podcasting wouldn't have been that big a deal, and it wouldn't have been

added a value for you to spend a lot of time doing this. The nice thing about podcasting, I think is also with people really familiar with most of you all familiar with Zoom. Now, it's pretty easy to do a podcast.

Speaker 1 ([06:16](#)):

Unbelievably easy.

Speaker 2 ([06:17](#)):

Yeah. You put a background up, not a virtual background. You just, you know, whatever, we talked about being idiosyncratic and having some personality in a different segment, but you know, wherever you're, wherever you're doing your meetings from normally go on, Zoom hit record. And then

Speaker 1 ([06:33](#)):

Who's the guy I liked, but he's a, he's an acquired taste. Gary Banner, Chuck, whatever his name is.

Speaker 2 ([06:38](#)):

He swears every other word.

Speaker 1 ([06:40](#)):

But if you, if you see his backdrop, I mean, it's very eclectic and there's all this different stuff. And, and, and you know, it, when you're in a position of dealing with somebody's money, you, you, you want to make sure the image you're projecting, he doesn't look like a 14 year old YouTube or right. But still you want to have your personality engaged with it. Right. And most of what we see is so sterile, right. Is you want it to be engaging and memorable. And you know, you're, you're talking about the hosting and pointed it out and the benefit for Google, but keep in mind, all of these directories are also search engines, right.

Speaker 2 ([07:23](#)):

So you're, you can get found here. Yeah. It'll help you get found, but your website get found as well.

Speaker 1 ([07:28](#)):

Yeah. But I mean, most iPhone users probably pull up Apple, Apple's podcast platform. Maybe they use others, you know, Google's, I think Google's number one is Spotify actually. But then, you know, Google and a lot of people for Amazon or iHeart radio or whatever, but all of them are our search platforms. So, and they'll, they'll go to, if you're not really familiar with the media, it's like an on-demand radio show in long form. Right. So it's kind of like I tuned into, you know, maybe comparable as to origins show or something like that. You know, I, I tuned into a show to learn about my retirement plan or return learn about my investment strategies or, or, or whatnot. And there a strategy for being found in here. And there's a strategy being found in here. And they're both are not incompatible at all. In fact, the same strategy is for both, but I look at it this way is each one of them are a strategy.

Speaker 1 ([08:33](#)):

And if somebody is listening to podcasts and a lot of people are right, I mean, Joe Rogan made what, a hundred million dollars. You have to move from YouTube to Spotify. And it's a big platform now. And admittedly, there's a ton of a podcast and there's a ton of financial planner podcasts. But if you're creative and the title and in the topics and in the way you position it, people who are looking for

something that is a problem that we can solve, we'll find you. Right. And I, I've heard advisors who predominantly use their podcast for their clients to stay engaged. Yeah. And I liked that strategy a lot too, where you're, you're listening to it every week. And there, you know, rather than meeting once a year and having that be the only contact twice a year is all of a sudden, they feel like they know you and they're engaged with you. And that they, you know, they probably like your sense of humor and your personality already if they, if they were already a client, but they stay engaged with you every week.

Speaker 2 ([09:35](#)):

Yeah. And you can ask them to subscribe to your podcast as part of your normal onboarding processes and applying.

Speaker 1 ([09:40](#)):

Yeah. But they, but the, the other thing is, if you haven't done it before, all of this is free. The only thing that costs you, anything is maybe a little bit of the hosting, but even that's super cheap nowadays,

Speaker 2 ([09:54](#)):

Well, whoever is setting up your website and set you up with a podcast on your website as part of that, it's a little more programming. Yeah.

Speaker 1 ([10:01](#)):

And, and from a, from a content development standpoint, let you know, let's give you an example, right? So like you and I both, but I don't like talk to a camera with a teleprompter. Right. We don't write a script, you know, and do that. Now you can, and, you know, as your compliance people require it, you know, fine. But what, what we do is always pull you or Mindy or Jeff for somebody, and just have a conversation about a topic, or you can find guests and frankly, the more of a celebrity and the higher profile there, are, the better

Speaker 2 ([10:41](#)):

Yeah. So if you know, somebody that would be important to talk to, and it doesn't have to be somebody in the financial field, it could be somebody that, you know, in some other field that you just want to have a conversation about their finances. It could be somebody that's a client and that might help promote their business as well. So it, the big point is you don't have to make this.

Speaker 1 ([11:00](#)):

And by, and by the way, somebody who has a big client base, who's going to promote the interview and it puts them on a pedestal. Right. And why the heck do I care? They can promote whatever they want to do on, on the thing. Right?

Speaker 2 ([11:15](#)):

Yeah. Well, and it could be, this is back to us building up, you're building up your connections. It could be a year as the CPA that you're really trying to do some work for that circle. That would be, yeah. That would be a better way to connect with them. Then maybe hoping that they sell your product, which is they're not going to do anyway.

Speaker 1 ([11:32](#)):

Yeah. I have, I have a financial podcast that serves the Seattle area and I would, you have a great reputation. I'd love to have you on the, on the podcast and we'll promote it out to all my clients and promote it out to my listeners. Cause we, you know, we have a little bit of a listener base as well. And you know, as you line it all up and, but you know, and at some point say by the way, you know, it might be really worthwhile to get it out to your client base, you know, email Mayo, whatever, whatever it might be. Cause I think that came out really well. And, and so, you know, it's a real low barrier to entry. If you're talking to somebody who has a client base, that would be helpful for you, right?

Speaker 2 ([12:13](#)):

Yeah. Absolutely. This is one of the easier ways to do an and a lot more effective than, Hey, please refer your clients to me.

Speaker 1 ([12:19](#)):

Yeah. But, but, but then from a content development standpoint, and you know, we'll talk about, you should have a blog and you should be doing podcasts and you should be doing videos and all this stuff, and you have to have a book and you have free reports, but see the content development piece of it really is pretty easy because what you want to do is multi-purpose content and ever single purpose. And again, the content you put out, can't be, you know, you went to your vendor and we had pulled a bunch of their stuff in and you put it out on their website because that's all going to be duplicate content. It might be out there on a hundred different sites, but I don't know what's that?

Speaker 2 ([13:01](#)):

Well, we should add on blog too. So this is video and audio content blogging is text content that should also be added on in the nice thing is once you do the podcast, you can get that transcribed.

Speaker 1 ([13:13](#)):

Yep, that's Where I was going.

Speaker 2 ([13:15](#)):

Well, we're reading minds. Yeah. You can get that transcribed for almost free. I mean, very cheap online. And then this can be repurposed for your blog. And then this can turn into during the podcast, you can, you can also have photo content and there's a little tiny bit of complexity. When you post this on your website, you need to make sure you tag, which is, which is important, which we don't need to spend a lot of time on this. But once you post photos, you can put to attach text to that's what tagging and meditate. You might've heard those terms. It's just attaching texts to, to photos

Speaker 1 ([13:51](#)):

Or you might make a separate category, your YouTube channel

Speaker 2 ([13:54](#)):

Yeah. Well in this could go to a YouTube channel, but, but as far as on your website, pop podcasting, blogging photos, and then down here would be YouTube separately.

Speaker 1 ([14:05](#)):

Yep. But from a standpoint of putting all this stuff together, right.

Speaker 2 ([14:10](#)):

Is, and then this can get repurposed here to Facebook, if all your texts and your build LinkedIn, Facebook to LinkedIn, and this can also get repurposed to these other platforms. So you want to be able to take this content and then really it, there's not a lot of, it seems like we're telling you to do a ton of work, but if once a week you did a podcast and have it transcribe that could turn into a blog. You could, photos may or may not come from your podcast. It just depends. This can then also go to YouTube, get posted on YouTube, get posted on Facebook, get posted on LinkedIn. You know, our current website, for example, when we do a podcast, we can directly just shove it off to LinkedIn and Facebook without any extra work, it automatically goes to these platforms.

Speaker 1 ([15:01](#)):

Automatically goes to all of them. So

Speaker 2 ([15:03](#)):

You don't have to do a thing. There's nothing to do push. And then, so all of this stuff can happen relatively automatically or with very little extra work once you get it all set.

Speaker 1 ([15:13](#)):

And, and, and to say that again. So I set up a Zoom meeting with staff. I set up a zoom meeting with a guest. I set up a Zoom meeting with a CPA or client that might be a client. And then I just have a conversation, you know, I mean, it can be more formal interview or it can be, we just have a conversation about, about the topic. And then I send it off somebody like rev.com. I can send it off. And they do not just a machine transcript do we'll do that automatically. But a human being goes through and tweaks it and they're pretty good. Right. And, and frankly, I could take the machine transcript and I hand it off to a writer. And you know, if I did, if I did a 10, one hour videos that becomes 10 chapters in a book and I just created a book.

Speaker 1 ([16:05](#)):

So if I was doing one a week, as you were saying, that's a book every quarter that came from the, the podcast. Right. But so I do the interview. I do the conversation, you know, you can, you can make them 30 minutes. So you can make the 45. You can make them an hour. Heck you could do the three hour Rogan, you know, experience type of thing. But what you, but what you do then is you have a good transcript done. And then the transcript becomes blog posts. It can be handed off to a writer and then that can become chapters reports. You know, it could be the free report. They get, it can be a chapter in the book. There's a lot of different repurposing you can do was that now. Right? But then I have the audio track that gets fed out into blog posts.

Speaker 1 ([16:55](#)):

I have the video track that gets fed out in a blog post. I have the video that becomes a YouTube addition to the YouTube channel. And you start putting all this stuff together and all of a sudden you have a bunch of content out there. So like every people look, they start stumbling across you. Right. And sometimes we discount. I keep reminding people that one of the elements we have search marketing, but we also have like checking you out and validating. Right. We have seen, especially women, 80% are going to go Google you before they become a client. Yeah.

Speaker 2 ([17:36](#)):

Yeah. That's an important stat. Because a lot of times we think that we do Facebook marketing, it drives them to a landing page. And you're you get a lot of people selling you, Facebook marketing,

Speaker 1 ([17:46](#)):

The direct or direct mail or referral.

Speaker 2 ([17:48](#)):

Yeah. So the 80% of people are still going to Google you. So you could do all this other marketing that you think is driving traffic to you and you will get results and you will get results from it. And so you think, well, okay, I'm spending money, I'm getting results. It's all working good. But a lot of people are still seeing you and then Googling you. And they may find other people if you're not doing this stuff. Right. Yeah. So

Speaker 1 ([18:13](#)):

As you know, I used to spend a fortune on TV and I knew that if I wasn't, I mean, as a long time ago, if I wasn't in the right place in the yellow pages, all I was going to be doing is buying traffic from my competitors.

Speaker 2 ([18:24](#)):

Yes. So think about that example before internet was really a thing. If you spent a lot of money on TV, you would get calls. So let's say out of, you know, 10 people that saw you, four of them called you and you think, well, my TV's working cause I got four phone calls, but six of them looked in the yellow pages. And when they looked in the yellow pages, they found somebody else because you weren't the most prominent person. They found the most prominent person..

Speaker 1 ([18:49](#)):

Or they found me because it was, and I still

Speaker 2 ([18:51](#)):

Well, in their case, you were because you knew this, but what were the point is, is if you're not getting

Speaker 1 ([18:56](#)):

My competitors all bug me. And when I was going to be back on TV,

Speaker 2 ([18:59](#)):

But the point is, what you've got to understand is if you're not good at content and search, so that you're found in lots of other places, the money you might spend on this Facebook marketing, which is kind of the equivalent of TV in some ways, then you're missing out on not 60%, but 80% of the potential target. Now, in some of them, it might be lower at some of them. It might be higher to paying the top of marketing of which ones would then Google you. But it's a pretty high percentage. I think the lowest percent is 40% of different kinds of marketing than the highest is 80%. So somewhere between 40%, 80% of people, when they see you on some other media are going to go search for you.

Speaker 1 ([19:38](#)):

Well, and it's got interesting skews. I mean, there is a male, female skew, there's an age, one thing or another, but

Speaker 2 ([19:44](#)):

It's a lot, either way. It's a lot. Yeah.

Speaker 1 ([19:47](#)):

It's enough to be really worried about and it be focused on. And again, imagine they go in and Google you and you don't show up. I mean, you're a, you're a ghost. I mean, well, that's, that's a bad sign, but imagine they Google you. And all they find is, you know, one Google rating, that's a three and they find kind of inaccurate information on your Google local listing. And then they find a website that's brochureware and I'd say that's and maybe they find your LinkedIn profile or something. Right. And that's really typical of, of, you know, otherwise fairly smart advisers who just don't understand how all this stuff works is, you know, I want it to be, they Google me and they're going to find, you know, great content on the website. They're going to find, you know, free offers, free things to take advantage of.

Speaker 1 ([20:40](#)):

They're going to find a bunch of podcasts. They're going to find videos, YouTube videos. They're going to find all kinds of different blogs. They're going to, they're going to find a, the LinkedIn profile, but they're also going to find, you know, news articles. They're going to find PR web type of releases. They're going to find all of that kind of stuff. And they, you know, what somebody's reaction is is if they find you like 32 times, they go, wow, this is the expert, right? This guy is everywhere. This guy is everywhere. On the other hand, if it's like a mediocre rating, a mediocre website, and you know, maybe you have a LinkedIn profile that you, you know, you put a, a mugshot picture up on and you barely fill that completed. They're like, well, this doesn't look like, you know, somebody very, very credible.

Speaker 2 ([21:28](#)):

Well. And even that that's the worst case. I mean, even the average cases, you just look like everybody else. If you just looked like everybody else, you're going to be everybody else. And then you're all your marketing that you spent. You're just rolling the dice. They may pick you at this point, they went down a different path. They Googled you. So let's say it's 40%, 40% of your marketing got thrown out the door and are on a roll of the dice of maybe you're going to look the best and maybe you won't even show up. So it's, it's really critical. We can't think that just throw it and it could be 80%. So throwing money at paid marketing, it's good to do. We, we do suggest you do that. That's a whole nother segment effectively, but yeah. And, and there's a lot of people not doing that effectively, but this stuff is, is very critical. And really isn't a lot of work once you get it set up and rolling and it's can be repurposed to a lot of other things. Yeah.

Speaker 1 ([22:20](#)):

And so when you, when you really go through and yeah, and yeah, I think you were being generous. That almost wasn't a worst case scenario. That was pretty much like the normal...

Speaker 2 ([22:33](#)):

Normal case. You have to,

Speaker 1 ([22:34](#)):

If you're looking at developer, you know, that's like 70% and you know, you know, I might be the, you know, they have people who liked them, but you know, having four Google reviews and having a brochure where as a website,

Speaker 2 ([22:53](#)):

What do you mean by that is, yeah. And this isn't our segment for websites, but brochure we're on a website is a website that doesn't have an offer. Doesn't convert. Well, well, there's two parts of that. One is

Speaker 1 ([23:05](#)):

Literally the term came from is it looks like an old tri-fold brochure, right? It's like an old color, a corporate brochure that had no selling

Speaker 2 ([23:13](#)):

Right. Either. The first part, the first problem number one would be to get, you pay a bunch of money for marketing, for Facebook marketing or ad words, marketing, but then the Google yet. And we'll AdWords, they'd be Google in any way, but they look at your, your listing and they don't find you. Number one, that would be problem. Number one, you don't get found. Problem. Number two is you get found. But when they look at you you'll look like everybody else or you'll look boring. Yeah. Those two things have got to be fixed, and this is how you fix it. So this helps you get found and it makes you get found in a lot more places.

Speaker 1 ([23:46](#)):

That's probably number one you're trying to solve. Number two is when they land on your website, it's got to do something. So, so those are the things. It is one of the advantage of, of, of going and getting good PR. And publicity is all of that stuff becomes incoming links. It becomes places where you show up, it becomes credible sources where they find you when you're looking at it. But let's, you know, let's, let's, you know, on all of this stuff. And you mentioned outside Facebook, you know, suppliers and so forth, you know what my pet peeve is is that it really feels to me like everyone is trying to sell you something that has never sold anything themselves, right. Is if you take, you know, the Facebook company, you take the LinkedIn company, you take the especially, you know, website development, you know, if you have a technical person interacting and developing the ads, but they haven't done belly to belly face to face sales, right?

Speaker 1 ([24:47](#)):

You utilize talk about Gary Halbert and, and Dan Kennedy again, you know, they say, you know, all great direct response marketers started with face to face belly to belly sales, whether it was knocking on doors and selling, like, I really dated myself. They used to have a newspaper called grit and I door-to-door or grit. And then I did health club sales and then karate school sales. But all was especially that high-intensity belly to belly, face to face sales. You got to your nose, you got to your, you know, but, but if, if somebody doesn't have that background, they don't have a sense of how do I persuade? How do I move somebody forward? And they don't have a sense of how, what the urgency is, right? I mean, you know, if you're doing door to door sales, but if you're doing, you know, health club, as we know martial arts schools either like get them or you don't.

Speaker 1 ([25:38](#)):

Right. And, and, and we know about the process of qualification of, of walking through, but I got to tell you, you know, I, when I did my, my podcast blitz, oh my God. Most of the people who were even doing a podcast, obviously don't know how to sale that, how to sell it. They were like not engaging. They were drawing. And by the way, there's a lot of them who were like interviewing the CRM guy, pitching the CRM system. And those guys were like the worst, right. Is we all know. I mean, if you're a successful already, as, as an advisor, you're doing face to face belly to belly sales, but you know what it takes to be persuasive and you know, what it takes to be engaging. And if you have that skill set already, you can be a superstar podcast. Right. You just want to not assume that it's a different environment.

Speaker 2 ([26:37](#)):

Yeah. The message is, be the way you are when you have a new client and how you talk to them and how you made sure that you get them to work with this. That's how you podcast.

Speaker 1 ([26:48](#)):

The same thing with YouTube. Right? Same thing with, with social media, same thing with a book, right. I mean, if you, if you think of a book and as you know, I've got a stack, you know, it would, you know, if it was a, it was on shelves, it fill that back wall books by financial advisors decided to be lead magnet books by people like, you know, like us, I guess, but you know, trying to tell if I that's almost also fricking doc dry, right?

Speaker 1 ([27:16](#)):

I mean, what makes it engaging is stories, personality, backstories. I mean, I don't know how many billions that the Marvel franchise has done, you know, now that Disney owns it, but the key to all of these comic books and the heat to the movies is it's the origin story. Right? It's how did Batman become Batman? How did Spider-Man become Spider-Man? How did Ironman become iron man? How did you know? And, and up, you know, that, that, that series I'm forced to suffer through right now, but yeah. Three in the morning. Yeah. One of them was, you know, what if Ironman didn't get captured to begin with, and he hadn't made the first iron suit, well, he's tried to escape from the Taliban or whoever, or whoever was right and...

Speaker 2 ([28:04](#)):

Don't spoil it for people.

Speaker 1 ([28:06](#)):

That's just the opening scene. Right. And it, it, it ends up this whole evolution of how everything changed. And you know, you're not a super hero, but let's see, that's what makes it right. It's the, it's the humanization. And also, frankly, if you look at the difference between DC and Marvel not stay in comics, but Marvel has done a much better job with backstory,

Speaker 2 ([28:29](#)):

Well backstory and making it personal, making humorous, and making a human. And that's what you've heard the podcast. The other thing I was going to say, in terms of putting your in your content is don't be afraid to share all your stuff. You know, a lot of times we talk to people and they say, well, oh, I don't want to give away my secrets to retirement. And first of all, there ain't that many secrets in the world. And if you've got a special webinar or special seminar, you teach that you think is perfect, and that's going to help get people to set appointments with you and become clients of yours, great share all that

stuff. It just put it into six segments and put that into your podcast. And you can teach generalities. I mean, they're probably, aren't the world's biggest secrets that you, if you think there's something super secret that you only can tell somebody, you want to one, go ahead and save that, but probably it's not. And go ahead and share those things in the podcast. It, it, it should, it's okay. It to have all your information available. Yeah. Yeah. I mean, I think people think some things are proprietary when they really don't need to be proprietary.

Speaker 1 ([29:36](#)):

It's more likely they'll decide. That's why they want you.

Speaker 2 ([29:41](#)):

You're the expert and you're the best, that's what you're trying to accomplish with this. And they want to trust you with their money and trust you with the future, because you're the expert, that's the goal is not, there's not being the keeper of the secrets.

Speaker 1 ([29:56](#)):

Yeah. We haven't gotten into all the technical stuff of how you feed that out and so forth. But we'll, I mean, we can, we can, we work with our clients on that. It's a, it's a, a pretty straightforward process. Once you figure it out, it's not, not as straight forward if you don't know how to do it, but it's a pretty straightforward process, but you know, let's, let's, let's leave it at that is, think in terms of all this kind of different content is much easier than you would think, and it's not laborious, and you're not a great writer. You're probably a good talker. And so you, you talk it out, you interview, you talk to have a conversation. And with all of the, the, the podcast material, the YouTube, Facebook, and everything, you know, the big companies, life, God there, their social media presence is so stale, right.

Speaker 1 ([30:43](#)):

Is, you know, at best they act like they're Newsweek magazine rather than it's a human being sharing, you know, sharing interesting information. You want to act like you're a human being. You want to be a human being. You want to be fallible. You want to be unique. You want to be idiosyncratic. You want to push your personality and then you want to be willing. You've got to be willing to be polarizing. Right. So, you know, I mean, be, be strategic on that. But the people who are attracted to you will be really attracted to you. What we think is if everybody likes me, that that's useful. Well, everybody liking you as milk toast.

Speaker 2 ([31:20](#)):

Yeah. Everybody liking you. It means you're like everybody else, you know, you means you're boring. Only boring. People are liked by everybody. You want to be loved by somebody. That's what your goal is. Yeah. So be special. And your, your goal is to be special and an expert not to be like everybody else, but that's what the content focus should be. And it's once will help you get, make this easier for you, but it's got to be out there. And this is really a high priority for you

Speaker 1 ([31:46](#)):

On that note. We'll, we'll, we'll wrap this one up and we've really enjoyed being here.