

Jack HM Wong:

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Welcome to any other episode of the Cracking the Entrepreneur Code Podcast Show. I am your host, Jack Wong. I'm going to do this interview with Mr Kenneth Choo, the author of "Mother Industrialist" in two parts. Part one is fairly important, so I devoted one part just to talk about the concept of having the right mindset. Many of you actually thought that in sales it is important to learn and acquire the latest advanced skills and you know what? This is not really that important. In fact, if you do not have the right mindset, no matter what skills you have learned, or the closing techniques that you have acquired, it will not work. Trust me because I've been in sales for so long and I know that successful people have a very different mindset or mind frame, so don't believe what I say. If you don't trust me, that's fine. I'm going to ask Kenneth to share with you his years of experience in sales and you'll find that, OMG, what he saying to you is exactly what I've been telling you if you have been following this podcast show. So let's give our attention to Kenneth and welcome to part one of my interview with Mr. Kenneth Choo.

Jack HM Wong:

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OK, so we are now in live podcast so you see that we have got people who are watching this live obviously, and who are the people online? Obviously this is myself. I'm your host, Jack Wong, and on my guest panel today we have Kenneth Choo who is also from Singapore and he's my good friend. And the reason is very simple because I talk about sales and marketing all the time in this group. And in this group you're watching right now, you have the benefit of learning from someone who actually managed to raise capital. It's like when people ask me like where I find the money from my businesses, I always said that raising capital is a very important skill that you have. The reason why you do that is that how many of you would like to get people to invest in you so that you don't need to fork out your own money. And the problem is that a lot of people actually do not know how to do that and like there's no book talking about this. While we can attend for courses like I remember when I first sign up for one course in 2012, the teacher actually talk about ability of raising capital. It sounds cool, but how do we do that? It's like you want to hear from successful people who have already done that. I'm so glad that when I ask Kenneth whether he can share with us what he has done to approach 100 people. And I'll ask Kenneth to share with us his story later. Most importantly, this is the first time Jack is doing the FB BeLive. As this is my first time, if there's technology screw up. I'm not going to apologise. I will just tell you that I'm a student. Just like when I learned something new, I'm always learning how to make it better next time. So at this point it sounds cool. It's like, I want to make sure that people

are okay and you know what? So far I do not have a lot of comments as it may be in the afternoon time , but when this show is going to put out to the whole world, we may receive a lot of different interesting engagement. So I'm going to start this conversation with Kenneth. So, just let you know who Kenneth is. Like you have seen the introduction. Kenneth is from Singapore He has been doing sales for the last 10 years and he has a very strong advertising background and he has a very strong relationship and a big network (even though I don't know exactly how big his network is). And he has recently written and published a book titled "Mother Industrialist". And if you don't know Kenneth, he is a father and he has written as a book called "Mother Industrialist". So, Kenneth, why did you write a book a father but the topic is mother industrialist? Before I asked you to talk about the main subject, I shall give you sometime to explain and/or clarify to the world why mother industrialist? Why did you decide to write this book?

Kenneth Choo:

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Okay. Definitely. And before I start, I would like to thank Jack for inviting me to this interview. I'm really honoured. And it's just in the matter of minutes, he started coordinating everything, started putting this interview into live, and he's even started exploring BeLive.TV and everything happens so fast. It's like last week and now we are on this live. I'm so glad that I know Jack. He's not someone that speak a lot, but you can see that he observed a lot and he does a lot of things. We basically put things into action and I'm so glad that I'm able to be fast. I always wanted to share this part of the journey with our fellow authors and in fact Jack is also one of the fellow authors from the same publisher. And I always wanted to share with my fellow authors how to get funding for their book, the production and the publishing of their books. A lot of them wanted to find sponsors and advertisers. And before I move on to share the tips, maybe let me do a short introduction and Jack is spot on. That was the approach my publisher and I have wanted to have because for a men to write a book about mothers, people would be thinking why a man has decided to write a book about mothers? That's like the curiosity that kills the cat. People will be curious And recently I did a few talks and the attendees were curious because they saw the heading "Mother Industrialist" and they scrolled all the way down to the speaker's profile and they wonder why it is a man who is writing a book about mothers. So that is the thing and when I do my talks, my opening will be "I guess all of you must be wondering why a man is writing a book about mothers and talking about mothers creating businesses and all that. In fact, everything starts with mind as a goal when I was working in the parenting magazine as an advertising sales executive. So the magazine I'm

working for is the "Motherhood" magazine. So the name "Motherhood" explains everything. So the content of the magazine is everything about motherhood and at the same time I guess the timing was right. I was a new dad. My wife was pregnant and I was becoming a new dad. So most of my clients have to be mothers and there are mothers who started their businesses because they want to spend more time with their children. And I was so honoured because as a new dad I know nothing about it and I get a lot of parenting tips from my mumpreneurs. I call them mumpreneurs because they are mothers and entrepreneurs at the same time. And a lot of gave me a lot of tips. Other than tips, because they do businesses. I have clients who sell diapers, milk powders, toys, and strollers. In fact, for me, I was really lucky that I have a lot of diapers samples. Basically, a lot of my baby products were either complimentary or at great discount. So I was really lucky as a new dad, being blessed by all my mumpreneurs with their products. And at the same time, because for me as a new dad, I do not have someone or maybe my parents who would really share with about their parenting styles. For us as Asians, our parents hardly shared how to be a parent, and they hardly guide us. They just go by the flow. So for us as new parents, especially in this era where information is all around, where's the best place for the information, and I was lucky I'm in the place where content is there because for a magazine to be out, you need to have credible sources. You need to have specialists and professionals come in to really interview that and put all the content in the magazine. It is unlike internet where anybody can write anything or share their opinion but it may or may not be true or verified. So I was very lucky that I was in that environment, but it's quite weird I would say because for men to really talk to a client, most of them are mothers. I've been talking about "Oh, do you know there's a pre and post-natal topic we are going to talk about and in fact, we are talking about hormonal changes, mothers' thought about breastfeeding, about this and that." So for me to approach the mothers are quite weird, but because of all the content I have and they know that I'm coming from the magazine background, this is where I'm able to break the ice and because I'm also a new dad. So it made me very vulnerable to them because people love to share, like oh, they are like experts. Like I'm a parent and I can share with a young parent about my parent style. So people love that and I will say my relationship with the mumpreneurs group over the years and until now we are friends on Facebook. And thanks to Facebook we watch each other's children grow up over the years. That was nine years ago and over the course of these nine years, I've been in media sales and marketing. I was with our local TV station selling tv

airtime. After that, our TV station integrated the wholesales and that's where we were selling radios, newspapers, and outdoor advertisements. Going back to how I reached out. Because when I met our publisher after attending the bootcamp, everything made sense to me because I was from advertising sales. I was selling advertisement for my, ex-company's magazines and I was thinking "Ok, if I do the same for my book, I will be helping myself to get advertisement for my book." So I've already done it before and it's possible. So, to me it made total sense but a lot of people, there's a lot of resistance about approaching people to ask for the advertisement. So, that's where I guess why Jack invited me to be interviewed and share how I approached 100 prospects or potential clients or potential advertisers.

Jack HM Wong:

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Let's set out some of the context so that it makes a lot more sense to our listeners. The publisher we talked about is actually a very well established publisher and the program we attended which ultimately our books were published was not a cheap program and we talk about easily a five-digit. Like I believed some of the authors have the cash or the financial muscles to invest in this program and they don't really need to worry about getting money from other people because they have their own means of financing and that's fine. However, there is another group of people where the publisher has educated them that before they start writing their books, they can actually go out to look for sponsors or financiers so that they can get the money to finance the production and publication of their books. So there is a very cool way of doing that. What I've seen in the last four years when I associated with the publisher is something that Kenneth has seen something very similar. That is, number 1, people invested 5-digit in the program and did not get the results they wanted. And the results I'm talking about it's not even the manuscript. I am not even talking about the book. But why would someone invest so much in the program but did not take any action or did not do anything? So I thought that it is something that needs to be addressed. So I start asking a lot of people what exactly their problems are. So we do a very quick survey beforehand and we concluded that some people are actually afraid of taking action. It is like the action to take to write a book is too big and you know what? Some people don't want to take action because they have been told the idea of looking for sponsors but they do not know how to do that. Is that a cool idea or knowledge? But how to apply the knowledge and turn it to reality? I wasn't from this part of the game where I got sponsors to sponsor my book. My business model is that I invested in the program and before the book was published, I started creating training programs, selling them to six countries.

That's my business model. And this is why I would not be able to explain to the audiences how to finance the cost of the publication of the book because in doing so, I will be giving only the theory as I haven't done it. So, it's not appropriate for me to share. My guest, Kenneth Choo, is the one who has done it. So we would love to learn from the person who has already done it. And when Kenneth told me he has fully funded his book (i.e. 100% funded), I quickly said to him that this is a very good example of raising capital. So while from my perspective, it's all about raising capital, from Kenneth's perspective, it is his success of getting these sponsors to say "Yes" to him. So this is the kind of like seeing the same thing from different angles and I have decided to ask Kenneth whether he would be willing to be interviewed by me so that he can quickly share the lessons. That happened last week and we are now conducting the interview. It happened in just a few days. So now Kenneth, what did you do to get these sponsors to say "Yes" to you? I will give you some ideas of how you can frame it so that people can understand first of all, from a mindset perspective and what has come to your mind so that you have no fear of going to talk to the sponsors because a lot of people are afraid of talking to strangers and number two, what are the steps involved to get these sponsors? How did you "close" these sponsors? So this would be the sequence I'm looking forward to hearing from you. So, over to you?

Kenneth Choo:

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I liked the breakdown because Jack mentioned the first part which is the mindset. I guess a lot of time, a lot of feedback we have from our fellow authors is that they don't get started or they find writing the book is challenging. The first thing is the mindset because most people have that misconception about sales. No 1 misconception about selling something - they feel that selling is like begging someone to give them something. But what if today I have this Ferrari, and I said this car was used to be \$1 million but now with \$10,000 you are able to get this at all the performance. Would you want to get that? A lot of people would be skeptical by saying "are you sure I am able to get this Ferrari for \$10,000 when it costs \$1 million?" People don't believe it. So this is skepticism. Definitely you can be skeptical, but the problem is what is the risk? Do you believe that even if I put the car in front of you, I say that the car key is for you and you just bring me \$10,000 and this car will be yours. Yet, a lot of people are skeptical which is why majority of the people who invest in the program are not succeeding and there are also people like Jack who took the leap of faith to join the program. Yes, there's a lot of challenges but the mindset is No.1. Regardless of what happened, he will make it. He would get the book out. read no matter what because he believed in that. The

Porsche is there. The mindset is there. I'm going to get this out because it's not about getting the book. It is not about writing the book. It's about getting the book out so that I will be an author who has a message I want to share with other people. So this is the mindset basically and also the question is "Do you have something that's so valuable to offer? Do you believe in yourself first? The belief is important and the mindset is important. When you first joined the program, it has already shown that you have the desire and you believe that you have something to offer. But that belief is something you feel that you are not up to it because you don't believe in yourself. A lot of them don't believe in themselves. I would say that although I shared a lot about my media sales, before that I was just a fashion designer. I studied and graduated in fashion designing, major in designing? Why would a fashion designer become a media sales person? It's because I believed that I could. Although a lot of people don't believe I could, I kept going because at the time where I was as a fashion designer, fashion designing did not pay well in Singapore. At that point of time, I was married and I wanted more income to provide for the family. So, I wanted to look for a sales job and a lot of times, sales jobs require a lot of experience. Like I even tried to become a car sales person. I wanted to become some sorts of real estate agent but all stuff is like you need experience and a lot of tests but I'm someone who don't really study. So, I came up finding someone who really believed in me and could give me the opportunity to do sales and I was so lucky that I went into this publishing company where it is willing to give me the chance for me to do sales. And they say "Kenneth, it is okay. You don't need experience." Why? It's because we can train you. So I was thinking whether you are sure that I can be as efficient as I can be a sales person. So in fact, I will say that, my ex-company's sales training was well known in the media industry.