

## **New Business Podcast**

### **Episode #15**

#### **How to Successfully Market Your Small Business Online, with Rich Brooks**

**Chris Ducker:** Hey, everybody. It's Chris Ducker here. And this is the [New Business Podcast](#) where insightful how-to business strategies collide with actionable tips and tactics. Look no further. You found the podcast that you need to tune into to catapult your business into the 21<sup>st</sup> century.

Well, hello there everybody! And welcome to another episode #15 of the New Business Podcast. Thank you very much for tuning in. I'm your host, Chris Ducker. And I got to tell you, I'm telling you right now, I am feeling good. Fantastic, in fact. I just got back from London and I want to say a massive "what's up, what's up" to all of my homies. That just sounds so wrong coming out of my docile British tones.

But a huge hello to everybody that came out to the London mastermind sessions that were held at the Aloft Excel in the Docklands area of London. Fantastic, just a fantastic couple of great days. I'm a little lost for words to be frank with you. I haven't got anything sort of planned in terms of what I want to talk about or anything like that but I sat in a room with 20 people over a 48-hour period. I had drinks with people. I broke breads with these people as well. Not only are they my subscribers, my fans, my followers, but now, also my friends.

And that is exactly what being face to face in an environment like that can do. It just brings you together so quickly particularly when you're talking about something that's personal as business strategies. And you've got that confidential, kind of built-in confidential feel about everything that's discussed. The [ChrisDucker.com](#) London mastermind sessions will forever be remembered for myself and I'm sure everybody that was in attendance.

So if you came along, thanks very much. And for anyone else out there, there will be some more coming up very soon probably in the United States. Stay tuned for some info on that very, very soon.

So in today's episode, we're going to be talking about and it's a little bit of a broad subject here but we are going to kind of niche it down a little bit, online marketing. There's a lot that's been said on the subject of "online marketing." You have a little bit of a seedy, spammy, scammy, type of feel to it on one side. But then the other side of

that fence is obviously, people that are doing it the right way. Guys like Pat Flynn of [SmartPassiveIncome.com](http://SmartPassiveIncome.com), Corbett Barr over at [ThinkTraffic.net](http://ThinkTraffic.net) and [Fizzle.co](http://Fizzle.co).

These guys are not only my friends but I mean they truly are doing it the right way by creating massive value. Yes, they're killing it. Yes, they're making lots of money. But I hope that my model and the way that you guys perceive me as someone that is out here to do right by you to help you, inspire you, educate you, maybe entertain you a little bit as well because I do like to crack a joke. But honestly, I genuinely hope I don't across as scammy or spammy or anything like that. If I do, please let me know because I'd like to flip that up for sure.

But yeah, so today's episode is all about online marketing and how as business owners in today's environment and let's face it, this landscape of business today is just changing so damn rapidly. Every month, every quarter, it seems like we're going in a completely different direction sometimes. And the way that we build and promote and market our businesses online has never been more important than it is today.

So, I brought in a good buddy of mine to talk about the different types of strategies that he has utilized, that he has helped his clients and his friends and his companions utilized as well when it comes to marketing the small businesses online.

He's has a great amount of success with it and I very much hope that you enjoy this conversation. I'm going to roll straight into this thing because there's just so much gold here and I will see you in the next episode. Show notes over at [ChrisDucker.com/episode15](http://ChrisDucker.com/episode15). Here is an amazing chat with an amazing guy and a great friend of mine. Enjoy. I'll see you very soon.

So when it comes to an overall online marketing strategy, as business owners, we are constantly playing catch up. Let's face it. And trends nowadays move at a blistering pace and technology can often bring overwhelm to entrepreneurs as they struggle to stay up-to-date with everything available at their fingertips to be able to help market their businesses online.

So, my guest today has been featured in Inc. Magazine, the Huffington Post, CNN.com, and other media outlets. He runs his own web design and online marketing from out of Portland in Maine called [Flyte New Media](http://Flyte New Media). Last year, he launched the [Agents of Change Digital Marketing Conference](http://Agents of Change Digital Marketing Conference) which was an absolute rip-roaring success. And this year, I'm happy to say that he's been mad enough to invite me to go along and speak in front of their amazing audience of entrepreneurs and it gives me great pleasure to welcome to the show my buddy, Rich Brooks from [TheMarketingAgents.com](http://TheMarketingAgents.com) for this no doubt going to be one hell of a conversation.

How are you doing, buddy?

**Rich Brooks:** I'm doing great. When I hear you introduce me like that, I almost start to believe my own hype. That was awesome.

**Chris Ducker:** Yeah, it's good, isn't it?

**Rich Brooks:** If I could just carry you around with me and as I go and meet people, I'd like, "I would like you to introduce myself but Chris does such a good job at it, I'm just going to let him take it from here."

**Chris Ducker:** I can be like your personal announcer everywhere. Like Ray Charles had that guide that sort of followed him around everywhere, that could be me. I can do that for you.

**Rich Brooks:** I'm looking forward to it.

**Chris Ducker:** All right. All right, man. Well look, it's great to have you on the show. We originally hooked up and met for the first time in Vegas not so long ago at New Media Expo. But it felt like, I don't know about you, but when we first hooked up and we were just chatting and I think we're clinking a glass of scotch together or something along those lines, it just felt like we've known each other for a long time, right?

**Rich Brooks:** I agree. And I had literally – I know you're a big deal. You're really a big deal. But I had never heard of you I think until about four days before NMX and I just happen to see Lewis Howes' tweets something out about being interviewed by you and I don't know why I did at that particular moment but I just clicked on it and I saw you and I was like, "Huh! That guy seems interesting."

And then all of a sudden, we're in Pat Flynn's suite watching Roderick Russell swallow swords and that's exactly what it sounds like. He was literally swallowing swords and doing his mind bending card tricks. And all of a sudden, I looked over and there you are and we just started chatting and yeah, within two or three days, we became fast friends and I'm really impressed by your speaking ability and all that good stuff. So yeah.

**Chris Ducker:** That's awesome, man. Yeah, that conference actually – that was like the third or fourth time or whatever it was at BlogWorld, New Media or whatever, one and the same at the moment. But that was by far, the most fun. It was like the third time I think I spoke or second time I spoke or something like that. But it was by far, the most fun as that conference goes.

And a lot of it actually had to do with our mutual buddy, Pat Flynn and that suite of his and a couple of nights of just hanging out and rather, it was literally swallowing 26-inch sword, right?

**Rich Brooks:** It was crazy. And that was the least interesting thing he did all night.

**Chris Ducker:** Right.

**Rich Brooks:** That's how awesome it was.

**Chris Ducker:** Yeah.

**Rich Brooks:** Like the sword swallowing you're like," Yeah, whatever. Let's get back to those psychic card tricks you just did."

**Chris Ducker:** I know. Freaky, man. Freaky stuff.

**Rich Brooks:** And then playing [Cards Against Humanity](#) too also was one of the highlights.

**Chris Ducker:** Yeah, I tried to get that game. We'll have to link actually to Amazon or something but I'm going to make a note of that. This card game is insane. I mean it's absolutely brutal. And anyway, I'm not going to get into it now. It's a great game lots of fun. I'll link to it in the show notes, [ChrisDucker.com/episode15](http://ChrisDucker.com/episode15) and you'll be able to check it out.

So look Rich, I've got a ton of stuff I want to chat with you about today. You are a digital marketing freak. I mean you live and breathe the stuff, right? You really do.

**Rich Brooks:** Yes, I do.

**Chris Ducker:** OK. So I just want to clarify that before I started asking you lots of questions in relation to online marketing stuff. So OK, let's go like this. Let's go straight out of the gate. What do you think the biggest struggle is for the average small business owner nowadays when it comes to marketing their business online?

**Rich Brooks:** That's a great question. And obviously, different people are going to struggle with different things but for the people who come into my office and the people who I talk to online, I think it's just this feeling of being overwhelmed and not knowing where to start.

**Chris Ducker:** Right.

**Rich Brooks:** It's like, "OK. I've heard about – I know SEO is important. I know that blogging is important. Everybody is on Facebook. Twitter seems like it's a big deal. Now, everybody tells me I need to be on Pinterest. What is this podcasting renaissance I'm hearing about? It almost seems like I don't even – I'd rather just go back into my shell and then wait for this whole thing to pass."

**Chris Ducker:** Right.

**Rich Brooks:** And I think that's one of the biggest problems that people have is they don't know where to start and the whole thing seems overwhelming and it all seems

written in a foreign language and encrypted on top of that. That is a barrier to them starting to communicate with their ideal customers.

**Chris Ducker:** Yeah, I couldn't agree more. I mean it was only a few years ago when I started getting really active online myself. And I'd used the Internet quite excessively over the last ten years or whatever but it was only really when I started blogging that I understood the real power of the online world and particularly social media and all that sort of stuff as well. So I think it's about baby steps, right?

If you're not sort of in this world already or if you can't get into it easily yourself, it is about baby steps and taking it one step at a time, wouldn't you agree?

**Rich Brooks:** I do agree and I tell people this that what you really want to do is get very good at one or two things. And whatever – and that may not be the same – I mean I know where I love to go but that may not be the same for every business and it may not be the same for every person because some people write really well, other people speak or interview really well, other people have the desire to be in front of the camera so that may determine – and some people are just excellent networkers. So that may determine what channels you want to be on but also – or where you want to start.

But the other thing is, it all depends on what kind of customers you have and what are their ideal – what are their problems and where do they like to hang out. So better to focus on that and I'd actually say, the number one thing is where your customers because if you're speaking where your customers are, there's no point in having that conversation anyway. There is no conversation. You're just talking to yourself.

So that's the big part of it, is finding where your customers are and making sure you're engaging with them there. That would be one of the first things that I would start with actually.

**Chris Ducker:** Yeah. I mean yeah, for me, the big thing for me was the blog, getting the blog up and running. So let's say we start at the beginning so to speak. Look, let's face it. If you want to market yourself and build up a personal brand or market your business online, you need a website. So what are the things that you should focus on maybe when you're launching a new site for the first time?

**Rich Brooks:** OK. And that's a great question because I just went through the same thing when I launched The Marketing Agents and I need to determine what was I going to start with and what was I going to add on to? And I think the first thing comes down to – one of the first questions you have to ask yourself is, what is your goal?

And like you said, I work with a lot of small businesses. I work with some non-profits and we actually are doing a lot of business with hospitals. But I work with a lot of small businesses. And they – even within that subset, they have different needs. So they are companies that need lead generation. They're not going to be able to sell a house

online with a “buy now” button or they’re web designers, they’re not going to be able to sell a new website with a “click now here” button, and that sort of stuff. And then there’s also though, the people who are doing more e-commerce and they do have products to sell.

And so, what are your goals for the website is one of the first things that drive all the questions, I think. And so, once you know that, so like if you’re interested in lead generation, you need to be thinking about the calls-to-action on your website that are going to get people to fill out your contact form, to pick up the phone, to sign up for an email newsletter which is one of the critical pieces to lead generation, is getting people to opt-in to an email list so you can regularly communicate with them.

In my mind, email trumps social media. Social media is a critical piece of the whole puzzle but the bottom line is building up your email list is one of the most important things that you can do. And Chris, I know you know this as well. But when we go to these social media conferences and you get in a room with a bunch of social media experts whether it’s up at a friend’s suite or in a speaker’s room or over a cocktail at a party, all the social media experts, they all brag about the size of their list. That’s what they care about.

**Chris Ducker:** Oh yeah.

**Rich Brooks:** Because they know how important that list is. It’s critical. And whether you’re an Internet marketer or whether you’re a small business, and a small business could be doing anything, it could be websites or it could be selling dog collars, it doesn’t matter. Your list is so important. It’s the one thing that you truly own as opposed to a Facebook fan base or a Twitter following which could disappear overnight.

**Chris Ducker:** Absolutely.

**Rich Brooks:** The email list is something that you need to focus on so when you’re building out your website, you need to say to yourself, “How do I get more people to follow me from just being a reader, a passive user of my website to getting them involved and getting them to somehow give me their email address so we can stay in touch?”

**Chris Ducker:** Yeah, I couldn’t agree more with you. And I made the cardinal error when I got going only for a short space of time. I caught on to it very, very quickly. But I did. I launched my blog and I didn’t have an opt-in form. I didn’t have an email. So I mean, yeah. I mean I felt it, not that I was getting a whole lot of traffic for the first few months but the fact of the matter is, I definitely did lose out. That’s for sure.

And you’re right. Everybody always does talk about the list and there’s a sort of saying that – a lot of people say that the money is in the list. I completely agree. But I also think that it’s more than just money that’s in there. It’s community. It’s platform. It’s

brand. It's fans. It's everything. And it gives people the opportunity to stay truly up-to-date with their business.

What's the first thing most people do when they wake up in the morning? Check email. Let's face it, right?

**Rich Brooks:** Yeah.

**Chris Ducker:** And what I really love about email is – and here's the thing, a lot of people I speak to, they say to me, "Well, I don't want to email my list because I don't want them to unsubscribe." And I'm like well, like it's totally – I mean talk about an oxymoron there. I mean it's just – it's madness. You're growing the list but then you're not going to email? Email them. Email the damn list. If they unsubscribe, then you don't want them on your list anyway, right?

**Rich Brooks:** Exactly. Now, there's got to be a balance. I mean there are times when I have – there are list that I have unsubscribed to because they talk to me too often. But I think you need to find that balance. What is the right amount of communication you should have with your client base, with your customers, with your prospects? And respect that. I mean the bottom – and it differs for every business. I send out a monthly email newsletter. But what would happen if I try the weekly email newsletter? Would that increase the number of subscriptions? Would that decrease my ability to communicate with them?

So, I think you have to find that touch point. And each platform is different. Email is different than Facebook or Twitter. Twitter, I can put out 20 tweets a day but could you imagine trying to get 20 emails from me a day?

**Chris Ducker:** Oh good God! Yeah, absolutely.

**Rich Brooks:** You'd be fed up.

**Chris Ducker:** No, absolutely. And I'm on your list and you email basically every time you write a new blog post which is once, sometimes twice a week, the same as myself. And I think that as someone who genuinely enjoys the content that you put out, I have no problems getting those emails as long as you continue putting out quality content that either educates or entertains me or inspires me in some way, shape, or form, I'll continue being on the list.

I mean I think a lot of people get sloppy and they start sort of just putting out stuff for the sheer fun of it. And then the affiliate opportunities come along and that's when you start spanking your list and you're just an idiot if you start doing that stuff. But what tips would you give someone that say, just starting out building their email list for the first time?

**Rich Brooks:** I'm a big fan of something I call, email bait, which I know has some negative connotations because there's link bait and all this sort of stuff. But the bottom line is, as powerful as email list, most people do not want to join yet another email list no matter how good the content is. So generally, you have to offer something to get them to opt-in.

Now, on the Flyte New Media website at [Flyte.Biz](http://Flyte.Biz), we have for years been using an article – actually, we've recently upgraded and changed the article up but for years, we used an article called 10 Questions to Ask Before Setting Up a Website. And this was a free whitepaper and this is free download.

And just to take a step back, I discovered this because when I first started with Constant Contact, which is the email newsletter service that I used for Flyte, I put up their general – the box that they gave you which says, “Join our mailing list” which basically sounds like “Allow me to spam you.”

So I did that and I didn't really get any new subscribers. And then I tweaked it a little bit so I added a message that says, “Get free updates on how to improve your website.” And I got a couple three new subscribers a month. Then through a – this is a short version of the story but I discover through some searches that the US government of all people, had stolen one of my articles, 10 Questions to Ask Before Setting Up a Website, posted it without credit to their own website, taking out all the funny bits because if you read my writing, I can get kind of irreverent at times. Took out all the best funny parts and just put it up as their own.

So, after asking them through my brother, who is a lawyer to take it down and they did that, I realized that this was valuable. I mean if somebody stole it, it's got to have some value, right?

**Chris Ducker:** Oh yeah.

**Rich Brooks:** So, I realized it also needed to be updated. This was an article that changes from year to year. So I rewrote it and I've decided, instead of just posting it to my website, I would make it a free download but behind an email registration.

**Chris Ducker:** Right.

**Rich Brooks:** So now, when people come to my website and they see that or one of the other articles we have and they click on the link to download it, it takes them to a page that explains very clearly, “Not only are you going to get this article but you're going to get these other four articles and these handouts, and the slides, and all this great stuff and you'll be subscribed to my email newsletter which you can unsubscribe at anytime.”

Now, we average about 200 new subscriptions a month. And these are people who now I have the ability to reach out to, to let them know about webinars we might be

putting on, some of them paid, some of them free, and other events, the Agents of Change Conference. That was one way that we built our list with that too. So, all of a sudden, and I have to build and reach a much wider audience.

And the other thing is by providing good content about how to build your business online, every month delivering that content, when that person is ready to build their next website or to hire a social media consultant or to hire a web marketer, they've got to at least consider [Flyte New Media](#) and that's why it's so important to be building your list because you immediately insert yourself in the decision-making process of everybody on your list.

**Chris Ducker:** Yeah, I couldn't agree more with you. And a lot of people listening in, they might be thinking to themselves, "Well, 200 people a month, that's not much." And you know what? It's not in the grand scheme of things. However, if those 200 people every single month genuinely consume that content and this is always my two big things when it comes to content, you've got to have it consumed and it needs to be shareable, right?

**Rich Brooks:** Right.

**Chris Ducker:** So, if people are genuinely consuming that and they're enjoying it, they're going to share it and even if somebody doesn't end up signing up for the list that somebody passes on to them via email or prints it out for them or whatever, it's still getting shared and consumed by someone else and on and on and on it goes. But the fact of the matter is, 200 people a month consuming that piece of information that you've put together that is genuinely helpful and actionable, that is huge. That's – if you put 200 people in a room, that's a lot of people.

**Rich Brooks:** Right. And like you said, it's not the number, it's the quality. But just to be clear, that's 200 new subscribers every month.

**Chris Ducker:** Right.

**Rich Brooks:** So we have now 8000 or 9000 people who are on our list.

**Chris Ducker:** Love it, love it.

**Rich Brooks:** So, we went from 2 to 3 without email bait, 2 to 3 new subscribers a month without email bait to over 200 new subscribers per month. And again, it depends on your type of business. For us, that's more leads or more prospects than we could even handle. So again, now we are in an opportunity where we can really target for the best type of customer for Flyte.

Now, for my other business or for my side project, my solo album, [The Marketing Agents](#), I just want to blow it up as much as possible and I'm still at the very beginning stages. One of the techniques that I use for that is I'm offering a one hour free consult

once a week to somebody who is on my email subscriber list which I thought would be like the most awesome thing ever because I know that a lot of people want to hire me to do one-on-one consults for their business. And to be honest, it's one of my favorite things to do.

**Chris Ducker:** Right.

**Rich Brooks:** It's funny. That really has not sparked a lot of interest. And like at this point now, maybe ten people have won, only two people ever got back to me and only one ever took me up on the offer. So now I'm like, OK. Well, I've decided, "Well, maybe that's not such a big deal." So what I'm doing instead is I created a piece of email bait and put it up there.

And this just goes to show you, it's not – you have to open to the fact that you might know nothing. I put it up there. It didn't work. Now, I say, "OK. After 10 weeks, I've got some feedback that it's just not as big a draw as I thought. So let me create something else instead and we'll try that."

And then the next thing I wanted to do is do some – using some WordPress plug-ins is do a side by side comparison. Well randomly, it will show one of the two offers and then I'll see which one converts at a higher rate and if one is greatly outperforming the other one, then I'll drop the one that's not performing so well and go from there.

**Chris Ducker:** Yeah. I mean split-testing is needed. You should always test, test, test as much as you possibly can. But it's funny. I noticed that you made that change very recently and I had figured that the reason why you had done it is because you just didn't want to be trading time or time for no dollars.

Literally giving your time away because a lot of consultants I know and I do a certain amount of coaching myself, I'm like chunk of block right now. I'm literally turning people away right now and I probably will be right the way through until May or June literally to be frank with you. But I know that once you start trading your time for dollars, it becomes a lot harder then to even give it away for free even at an hour a month, right?

**Rich Brooks:** Right. Well, I didn't think that this was always going to be scalable but I thought it was a good way to kind of jumpstart. Plus, if you read the small – the fine print on this, I'm recording this a) so you can watch them over again but b) I have the opportunity then to turn that into a video that I can post to YouTube for more marketing benefits for The Marketing Agents.

**Chris Ducker:** Yeah.

**Rich Brooks:** So, it's not – I'm creating content by doing this.

**Chris Ducker:** Do you think that you including that little bit of fine print there has potentially turned people off the idea of taking you up on the offer once they win?

**Rich Brooks:** It's possible except that it's never come up – well, one person reached out to me and he said, “You know, we'd love this but obviously, we feel that some of our stuff is proprietary so I'm not sure about that. Would you be OK not doing it?” And this person hadn't won yet. And I said, “Well listen, I'd be happy to consult with you and here's my hourly fees. If you think it's valuable then it's valuable. And if you want it for free then that's the trade off.”

So yeah, it could absolutely be that. And that's one of the things you need to look at. For some people, they'd be like, “I don't ...” like when you go to these SEO conferences, and they're up in the front of the room saying, “All right. We'll help somebody with their website.” And you raise your hand and they rip your website to shreds and whatever they do. But people stand in line for that because they're willing to get that free advice which then they can put to use.

**Chris Ducker:** Right.

**Rich Brooks:** But like I said, it hasn't been the big deal that I thought it was. So the important thing is to recognize that and then to change your direction and to improve on it because I've learned most of my stuff through mistakes and experimentation. That's how we grow up.

And one of the lessons that I continually am trying to drill into my children's head is that failing is learning as long as you come away with some actionable piece that you can change. It's OK to fail and it's OK to get a bad grade as long as you make some changes in your behavior to improve about that.

School like life for the rest of us, school is not about good grades. It is about learning. Life is about learning. It is OK to fail as long as you can look at what you just did and take away the lessons so that next time, you'll do better.

**Chris Ducker:** I couldn't agree more with you. So here's something for you then. Social media has – and I guess we're switching gears a little bit. But social media really nowadays plays a massive role in the business, in global business world. Everybody has sort of different opinions on this one. How do you feel about social media? How important do you think it is for the average small business owner out there in regards to his or her marketing plan? Do you think it's like really super important or do you think they should be more focused on building out their own platforms?

**Rich Brooks:** I think it's a part of the mix. And I think it depends on your business and your industry. We work with a wide variety of different companies and some are just never going to see the payoff of ROI in social media that they would somewhere else. And the other thing is, some people when they say social media, they only mean social networking, Twitter, Facebook, LinkedIn, maybe Google+.

**Chris Ducker:** Right.

**Rich Brooks:** Where when I say social media, I mean any place I can have a conversation. So I include blogging and podcasting and online video sites like YouTube. So, when I talk to B2B companies and they are like, “Social media is just not for us.” And I’m like, “Really?” Yay! Because businesses are not on YouTube – they’re not watching YouTube videos.

I’m like, “But you don’t sell the businesses. You sell the people in businesses.” And yeah, maybe the person who’s looking to install stadium seating isn’t going to Facebook to learn about stadium seating. But the bottom line is, they’re going somewhere to do some research.

So, if you’re creating videos that show how to get more seats in your stadium and be able to make an extra \$100,000 per show, that’s something that they might be interested in. So, if you’re creating content in blogs, in podcasts, in video doing it in the way that other people in your industry aren’t really doing it or doing it through channels that maybe other people aren’t using, suddenly, you can really establish your expertise.

So again, I think that there is an important part of any marketing mix but again, I’m always going to come – you asked the question about your own platform. Yes, you ultimately want to bring people back to your own platform where you can have your own conversations and that’s generally a website with a blog. But it also could be a podcast. I’m a big fan of getting people to subscribe. And so, I think that there’s a number of places where you can build a subscription base. One is like, add a blog on your website. Another one is your email newsletter. Those are the two biggest.

But after that, think about like, “Can I get subscribers on YouTube? Can I get subscribers to my podcast? Can I get subscribers to [SlideShare](#)?” Which is one of my new favorite places to go online. I never thought I’d say that but suddenly, I’m finding all this amazing content on SlideShare both as a consumer and also, an opportunity as a producer or creator of content as a place to share my best stuff.

**Chris Ducker:** Yeah. SlideShare actually for me, came out of the blue. I don’t know whether it was the end of last year or right at the beginning of this year. Somebody said to me, “Have you done anything on SlideShare, Chris?” And I said, “Nope, never.” And he said, “Well, you should because if you get listed on that home page even just for a few hours, you’ll get thousands of visitors.” And I was like, “Really? OK. Let’s give this a go.”

So I put together this and I’ll link – everybody listening, I’ll link to the post here. I actually wrote about this and how I did it, [ChrisDucker.com/episode15](#). But I actually wrote a post on how I did this. I had 24 slides presentation I put together called [21 Ways to Beat Entrepreneurial Stress](#). I put together a list of stuff. I sent it in a little – the 21 slides, I sent them over to my VA. She knocked them together on PowerPoint, gave

them back to me. I uploaded them. I proofed them first and uploaded them. And I went to sleep.

When I woke up in the morning, I had two emails from SlideShare. The first one saying, “Hey, congratulations! Your presentation is classed as hot on Twitter.” And then another two hours later, another one comes in, again, whilst I’m still sleeping. “Congratulations! Your presentation is now hot on LinkedIn.” I was like, “Holy cow! This is great.” So I got out there and I started talking about it on Facebook. And before I know what’s happening, boom! I’m hot on Facebook as well. And all three of these sections are listed on the home page of SlideShare.

So at one point, my presentation was in three completely different categories on the home page of SlideShare. And before the week was out, I’ve had about 5,000 or 6,000 visits from SlideShare.

**Rich Brooks:** That’s great. And it’s really easy – I mean you do presentations. I do presentations as well. And I used to hold off on putting my presentations up to SlideShare for a few different reasons.

One is a lot of my presentations might have similar slides so I never thought there would be that much value to it because I might do a presentation on business blogging for real estate agents, business blogging for Maine bed and breakfast or whatever it might be. So there seemed to be some redundancies so I held off on that. And I admit and it’s so stupid because I say this to people all the time, “You got to get over this,” is I was afraid I was giving away all my best content.

**Chris Ducker:** Right.

**Rich Brooks:** And I’m like, seriously. Like if you’re best content is in the SlideShare product, you don’t have any good content whatsoever.

**Chris Ducker:** Right.

**Rich Brooks:** The bottom line is those are the highlights. Those are like literally the snapshots of your presentation. They’re not your presentation.

**Chris Ducker:** Of course.

**Rich Brooks:** But the other thing that I started doing recently besides putting up more of my presentations, is for The Marketing Agents, I just decided, partly when I started I’m like, “I’m going to do all the platforms I don’t know crap about.” So, I’m going to start with Google+, Pinterest, and SlideShare.

**Chris Ducker:** Right.

**Rich Brooks:** And to be honest, and part of it was just to explore new things. I mean part of my job is to understand these platforms just like if you're a psychologist, you need to read every book that comes out on or all the good books that come out on different psychology of children or resilience or whatever it is. So I'm just going to dive deep even if these weren't the best for me. I need to know them anyway.

So, and SlideShare, one of the things I did is I write a number of numbered posts and I know people are going to love or hate numbered post, you were featured in one, [13 Podcasting Tips From the Experts](#).

**Chris Ducker:** I was. And thank you for that again, by the way.

**Rich Brooks:** Oh, thank you.

**Chris Ducker:** When I see my name up there with guys that I respect so much like Chris Brogan and my buddy, Pat, and then you got Cliff, there were four or five guys up there. It was like truly, I don't believe I belong up there with a list like that because these guys have been podcasting for a long, long time. They're my go-to guys for inspiration and stuff. So, I'll do that 100 bucks.

**Rich Brooks:** All right. I want to come to the SlideShare thing but I just want to say, but your advice was as good if not better than anybody's. And so I think that's the important thing. So, as I do more of these expert lists which I plan on doing because it was so much fun to get all these great advice from people ...

**Chris Ducker:** Yeah.

**Rich Brooks:** ... I like having a mixture of the big names as well as the up and comers. And actually, I think you're much more than an up and comer because I see your numbers and I see your social proof and I know you're a big deal. And I know you like to down play that but you are a big deal and you influence a lot of people in a very positive way, which is cool.

But I also know that when you're new at this and I do think in some ways you are newer than somebody who is like a John Jantsch or Chris Brogan is you try harder. Like it's an opportunity that you're really excited about and I know I'm the same way. Like when somebody gives me an opportunity to be listed with like a 100 entrepreneurs and one of them is Seth Godin, you know, I'm known to spend like 20 hours trying to craft the perfect tweet to knock it out of the park because I know what an opportunity that is. And I also know that I need to take advantage of this because no one is coming to that list to read Rich Brooks when there's all these other people on it.

**Chris Ducker:** Right.

**Rich Brooks:** And so, one of the things I like about you, is you seemed to put all your heart and energy into it and I think that makes a big difference. So, don't lose that.

**Chris Ducker:** Awesome. Go back to SlideShare. Love it. Keep going.

**Rich Brooks:** So, one of the things that I've been doing lately is I've been writing these numbered lists and 13 is my favorite number and there's a number of reasons why I like – I should come up with 13 reasons why 13 is good. But I do this list of 13 and I've started – I did one myself. I just created – I used Keynote because I'm a Mac guy, I created a slide presentation with The Marketing Agents logo and design and then I just took the 13 and I repurpose those 13 points with the images that I created into a Keynote presentation.

And then I converted it over to PowerPoint. The reason I did that was because there's a much better experience when you upload a PowerPoint presentation compared to a Keynote presentation. SlideShare doesn't even take Keynote. You have to turn it into PDF and then while your links will work on some, I always suggest, switch it over to – if you want links in there, which I do, switch it over to – just import it to a PowerPoint. It takes an extra three minutes. Do that then upload the PowerPoint presentation.

So I just did that once and it was like the 13 – the first post I had like 13 Content Creation Ideas or something like that. And within like three days, it had over 600 views which I know some people are like, "Who cares 600 views? There's like ones with tens of thousands views." Hey, that was 600 people who wouldn't have seen my content otherwise. I just reached 600 more people. And once I created the slide deck, creating the actual slides themselves, only took me about less than an hour. And I know for you, you'd hire a VA or something.

But the next time I did it, I just handed it off to somebody in my office. I said, "Here's the first one. Just do it again for this new list." So he did it. And his time obviously is less than mine in terms of what I have to payout as an employer. So he did that. He turned it around in like half an hour. So now, every list post that I do, I just have him convert it into a PowerPoint presentation and we upload it. And we're starting to build subscribers for The Marketing Agents at SlideShare. Very powerful tool.

**Chris Ducker:** Love it.

**Rich Brooks:** I become a huge fan of SlideShare lately.

**Chris Ducker:** So, you want me to give you a little tip that you can even repurpose that even further?

**Rich Brooks:** Yes!

**Chris Ducker:** You need to go ahead then and turn that into a video and slam it up on YouTube as well. You get the PowerPoint. You just stick it into like ScreenFlow or

whatever and you record it just like a 3-minute clip, you dump a little music on the background, boom! Done. Three-minute video to put up on YouTube.

**Rich Brooks:** Now, are you talking over your slides as you're doing that?

**Chris Ducker:** No, not at all. I mean you can do if you want. But the stuff that I've had my team do, I need not physically be there to do that. I just turned around and said, "Look, hit the record button, let it run for 3 minutes then dump this music on the top of it and you got a nice instrumental thing, and you got 20 or 30 or 40 slides, a 3-minute clip, they're going to move fast enough to keep people engaged so then they're not going click or wait.

**Rich Brooks:** That's great.

**Chris Ducker:** So it's a great little way to be able to build it up.

**Rich Brooks:** That is cool because I just launched a YouTube channel for The Marketing Agents and I'm looking to create more content so that's not a bad idea. Some of them I might do voiceovers and I just bought for my podcast, I just bought some Royalty Free Music because I'm going to have my brother's father-in-law just recently retired from ABC Radio where he did interviews of celebrities for years and years so he still has access to the studios, he's going to do all my voiceovers. And you've seen The Marketing Agents. It's kind of got this like Indiana Jones ...

**Chris Ducker:** Love it, totally love the branding.

**Rich Brooks:** ... vibes and stuff like that.

**Chris Ducker:** Yeah.

**Rich Brooks:** And so, as I started – like what I did is I went to all-time radio websites and I started listening to all these great old serials like the adventure ones where it's like the guy and the sidekick and they go on these adventures and they're so cheesy. I mean honestly, I almost lost like a day just listening to them because they were so funny.

**Chris Ducker:** Yeah, yeah.

**Rich Brooks:** But all of a sudden, I fell in love with that idea. So then – so now, what I want to do with the podcast is modern day advice obviously, expert advice but kind of frame it in the artwork and the vibe and the sound of like the old radio serial shows that people grow up with. So we'll see how that works. But so, I've got the audio so maybe I'll just continue to use that same clip as well for all The Marketing Agents videos that I now going to do, thanks to you, Chris Ducker!

**Chris Ducker:** Yeah. Well, you can totally do that. And what would be really cool and this is obviously, a little time-consuming but it might even be worth sort of waiting for is for instance, the 13 Podcast Tips From the Experts one, you should contact all those people. Tell them you're going to turn it into a video on YouTube and get them to record their tip word for word that was on the Internet. It will only take them two minutes to do it. Send you the audio file and you can dump that on top of the background music and make it a hell of a strong video.

**Rich Brooks:** And this is why we're fast friends because I literally was making that note right before you said it. But my concern is ...

**Chris Ducker:** Go on.

**Rich Brooks:** ... that if one of them doesn't do it, it's going to seem strange that it's like some do and some don't. I guess I could record the ones that other people don't do.

**Chris Ducker:** You could.

**Rich Brooks:** But then it will be strange.

**Chris Ducker:** Or you could just pay Chris Brogan 500 bucks. I'm sure he'd do it.

**Rich Brooks:** Yeah. Chris knows me anyways. I got some pictures on him. We don't need to go down that.

**Chris Ducker:** All right. Well, if you want me to do it, I will do it for you with bells on, my friend.

**Rich Brooks:** Do you know what we should do? You and I will go back and forth and we will pretend to be those people.

**Chris Ducker:** Yes! Let's do that.

**Rich Brooks:** So I'll be Jamie Tardy and you will be Farnoosh and we'll just do all the voices.

**Chris Ducker:** Yeah, love it. Love that. Brilliant idea. So listen, before we wrap up, I want to talk to you real quick about a couple of things here. And that right there, that was like a live brainstorming session, people. Like you need to listen to this shit. We should put a dollar amount on this. This is like insane. This is – oh my God. Were you writing notes down? I think you should have been if you weren't. I mean you need to rewind right now and play back for like 10 minutes and start making notes. That's what I think they need to do, Rich.

**Rich Brooks:** Sounds good.

**Chris Ducker:** All right. Listen, a couple of things. I said it at the top of the show, we met for the first time in person, actually, the first time ever really at NMX in Vegas at the beginning of the year. Instantly hit it off. I'm curious to know and I've been – that was actually my 12<sup>th</sup> conference in Vegas in my career, I'm curious to know, what do you think about those types of events? Do you think you need to attend them in today's business world or can we just do all this stuff virtually and over Skype and things like that in terms of relationships and stuff? What do you think about them?

**Rich Brooks:** Need is a strong word because I know that a lot of people just can't afford to go to a lot of those conferences.

**Chris Ducker:** Right.

**Rich Brooks:** But I will say that every time I go to the conferences especially new conference like NMX was BlogWorld, I've gone to every single BlogWorld. I think only like two people in the world can say that who don't work for BlogWorld. But – so for me, when I go to a new conference, I just get so much information and there was something about being in an audience when somebody is on stage who has a passion for what they're doing and a great message to share much more than sitting in your office and listening to a webinar. So there is that aspect of it.

But then even more important is the networking aspect. And I know that we can network online and Facebook and Twitter and I love all those tools for us – and Skype, for us being able to keep those ties connected between these big conferences. But in my mind, I think you get so much more when you are with a group of people in person.

And like tomorrow night, we're having a tweetup which we still do here in Maine and we got 60 or 70 people who are going to show up -- unless we have this terrible snowstorm -- to hang out together because as good as social media is, it isn't everything. And there are networking opportunities and that's sound cold. There are opportunities to make closer connections with people that are priceless that you cannot do online. You just absolutely can't.

You and I might have met online and talked and all this sort of stuff, we'd never have had the connection that we did in just two or three days. It wasn't like we're hanging out all the time but we saw each other a few times a day and we were able to hang out at night, eat and drink together and kind of break bread together. That made all the difference. And those nights in Pat's suite, which makes it sound like it was some epic party like something out of hangover or something. It wasn't like that as far as anybody knows.

**Chris Ducker:** Yeah.

**Rich Brooks:** But it was – those were really – and the jokes that were going on that all of a sudden become shortcuts to friendships, I think that is something that you cannot get through just a digital online relationship.

**Chris Ducker:** Yeah, I agree 120% with you. I mean I know you're good friends with [Amy Porterfield](#) and me and Amy had conversed a little bit prior to that event. I had interviewed her actually around I think Octoberish last year. And she was the first guest on the New Business Podcast. And for those listening in, a fantastic episode on Facebook marketing. I will link to it without a doubt in the show notes. But when I met her in person, I knew that we were going to get on well but I didn't know we would get on as well as we did.

And let me tell you something. Amy Porterfield had me in stitches. That is a very funny lady right there. I mean I didn't get that by talking to her online and stuff and without physically being there with her in person in those environments that we're in. She cracked me up. She was one fun – she is really, really funny.

**Rich Brooks:** She is a much – I mean like there is obviously the Amy Porterfield of [AmyPorterfield.com](#) and then there is the person you meet in real who is very funny. I mean she is always engaging. She spoke at the Agents of Change Conference last year and she was one of the most well-received speakers and everybody was like, "Oh my God! She's so nice. I love her so much." But it's not until you actually are in the room with her and chatting with her or you go out to lunch with her that you really get to know her.

**Chris Ducker:** Yeah.

**Rich Brooks:** And it's a whole different level and that's the whole thing. So do you need to go on these? I think businesses or business people, their brains are going to explode when they go to their first conference because there's just so much going on and there's so much great content and there's so much great energy and there's so much opportunity to meet with other people and connect. And suddenly, you're creating things.

I mean you and I are interviewing each other for our podcast. We're able to share ideas and have some fun doing it and obviously share ideas that then the people who are listening in can also take it and this is viral channel where people can take those ideas and just run with them and grow their own businesses and have much more successful, passion-filled lives than they might have otherwise.

**Chris Ducker:** I love it. I love every single bit of it. Now, you mentioned the [Agents of Change Digital Marketing Conference](#). You've invited me to come and speak later on the year. I am pumped with that invitation. And I have wholeheartedly accepted. I cannot wait to be in Maine with you and the rest of the speakers and all the attendees there. Tell us a little bit about – this is your – I want you to pimp the crap out of this

thing because from what I saw from last year which was kind of like the inaugural one last year.

**Rich Brooks:** Yeah, so that was the first time we have done it.

**Chris Ducker:** Dude, it just looked amazing. Is it too early? Can you tell us a little bit about what's coming up later on in the year? I mean what have you got planned?

**Rich Brooks:** There's still so much to be planned. But I mean just to talk about it like first of all, if you've never been to Maine, I don't work for the Maine office of Tourism or anything like that but it's one of my favorite places. I chose to move here. It's in the top right corner of the United States. It's about two hours north of Boston. It's right on the coast. The world's greatest lobsters are all from Maine. And if you think otherwise, you're wrong. There's just no two ways about it.

So if you've been looking for an excuse to come to Maine, I'm telling you, September is the best time to come. It's not too busy but the weather is beautiful in the day, warm in the day, cool in the evening, exactly what you want. Come up, spend three days with us. Come up on Thursday night. Stay Thursday, Friday, Saturday. There are still hotel rooms available but they will go fast. And it's just a beautiful time of the year. Be here and you can write the whole thing off as a business expense. So that's Maine. And I'm going to create some videos actually that show some of the things you can do in Maine. That's coming down the line.

But from the conference standpoint, if you can, I'm bringing together a mixture of some really big names and not just because of their names but because these are people who I've seen present and I really feel have a message that is important for small businesses and non-profits in terms of how to increase your online visibility, how to drive more qualified traffic to your website, and how to convert that traffic into business, into leads in business. And that's why I have chosen the people.

So, there's a certain number of speakers like Chris, like Mike Stelzner of Social Media Examiner who I have reached out to and asked to be part of this. And then there will be a call for speakers where I'm bringing some more people and always a little bit of local talent because you know what, this is – Maine is a small community. We don't generally get big conferences. Whenever NMX, SMX, South by Southwest, never going to be in Maine.

But here we get 400 business professionals all together in the same auditorium sharing ideas, talking, and then on top of all that because I know only 400 people, more people want to come than that or they can't get here and that's why we've got this whole digital pass. And I work with The Pulse Network last year and we're putting together a deal for this year too, very affordable where people can just go online, watch the conference in real-time.

And this year, I'm totally upping the game. I'm going to have somebody available to make sure there are questions from the virtual audience are also being asked on stage. I'm really going to try and get the digital audience involved.

**Chris Ducker:** Yeah.

**Rich Brooks:** And then also, you can go – if you can't watch it then or you can't take the whole day off, you'll have the digital downloads available. Last year, it took us a couple of days to get them up. But you'll be able to watch all the sessions. You'll be able to download the audios. You can put them on your iPhone or whatever. And there's just going to be a lot of connectivity behind all this.

And what a lot of people did is they actually bought a bundle pass. So they came to the conference and then they couldn't go to all the breakout sessions or they have to leave early or they just wanted to see some of the stuff like Amy's presentation and Derek Halpern's were just so chunk full of information that people told me they went back and they watched it two or three times to get every morsel out of it.

**Chris Ducker:** Yeah, I can totally see that with both of those guys for sure. I mean there are some speakers that when you see them live, they just blow your – I mean there's just brain matter everywhere.

**Rich Brooks:** Yes.

**Chris Ducker:** And you must, you must consume that information again and again. You just must do it. I mean the one actually that comes to mind immediately and I believe that there is a video post of this up somewhere and I'll try and link to it guys. I'll try and find it and stick it in the show notes as I always say. It was Gideon Shalwick, How to Become a YouTube Superstar, BlogWorld 2011 in LA and he had an absolute chunk of block room, standing room only. Man, what an amazing session. It was just an amazing session.

So I can totally see guys like Derek. I mean you love or hate Derek. I love him.

**Rich Brooks:** I love him too.

**Chris Ducker:** He's one of those guys you either love him or hate him. But I really don't give – I don't think he really gives a shit whether people like him or not. But he just drops so many value bombs. It's just insane. So – well, let me ask you this then. Who else have you got already confirmed to come and speak or is it too early to try and drag that info out of it?

**Rich Brooks:** It's too early. I've got a couple of people who have verbally confirmed but they haven't signed the paperwork. So I don't want to say that somebody is coming and then have them not come and disappoint people. But I will say, there's like two or three other people and they're well-known in the marketing sphere. I mean I'm not just

making up names here. But they're well-known but more important than that, they're going to be having amazing content.

And Chris, you and I are going to be talking over the course of the year obviously, and I'm sure that – I hope that you'll share some of the speakers as they come with your audience and get people excited.

**Chris Ducker:** For sure. Absolutely.

**Rich Brooks:** And obviously, like if you can't make it, you can always dial in and we'll have more information available as time goes on.

**Chris Ducker:** Oh, I can't wait.

**Rich Brooks:** But it's going to be awesome. Come to Maine, have some lobster. Get some learning in you and you're going to be psyched when you leave.

**Chris Ducker:** I can't wait, man. I can't wait to be there with you guys. And I just know, from hanging out with you, I know you're going to put on a great show. So here's how I want to wrap up here, man. We finished up this session every single time with the same questions and the number one – sorry. I should have said, the question I want to throw at you is, what is your number one tip to doing business in today's economy?

**Rich Brooks:** My number one tip, only one tip.

**Chris Ducker:** Number one, this is it. Do or die. Make it happen.

**Rich Brooks:** Right.

**Chris Ducker:** Final seconds.

**Rich Brooks:** You're off the air.

**Chris Ducker:** Yeah. I mean you're down by 2 points, it's the finals. What are you going to do?

**Rich Brooks:** I think the number one thing is I'm going to create insanely valuable content for my ideal customer whoever he or she is going to be. I'm going to post it to my blog and I'm going to promote the hell out of it. And I'm just going to continue doing that week in, week out knowing that ultimately it's going to pay off for me. And I'm going to commit to that.

I'm not going to try three weeks and say, "Well, this blogging thing didn't work for me." I'm going to commit to it week in and week out because I know over time, people will discover my stuff especially if I'm doing my promotion right. And that's going to build

my audience and then people are going to be knocking down my door trying to do business with me.

**Chris Ducker:** I love it. I love it. It's a great way to end a fantastic chat. I'd be really looking forward to this one. And I hope the guys out there, I hope you got a lot from Rich. For more information on what he's all about and his company and all that – obviously, the conference and everything, head on over to [TheMarketingAgents.com](http://TheMarketingAgents.com). There are links to everything on there. Rich, you're a rock star man. Thank you very much for taking the time.

**Rich Brooks:** Oh well, I don't think I am but I appreciate all your kind words and I look forward to seeing you in September, man.

**Chris Ducker:** You got it. Absolutely. To everybody else out there, thanks again for tuning in. Show notes one more time over at [ChrisDucker.com/episode15](http://ChrisDucker.com/episode15). I will see you next time on the New Business Podcast. Until then, take good care. Stay sexy and whatever you're doing to market your business, make sure that you're out there adding value to everyone that you come into contact with. I will see you again real soon. Take good care.

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