

# BUSINESS MADE EASY<sup>!</sup>

A man with short, light-colored hair, wearing a blue and white checkered button-down shirt, is smiling broadly. He is positioned in the center of the frame, appearing to be splashing in water. The background is a light, textured surface that looks like water or a wet wall. The text 'BUSINESS MADE EASY!' is written in a large, bold, black, hand-drawn font across the top of the image. The word 'EASY' has three short lines above it, suggesting a lightbulb or a bright idea. There is a horizontal line under the word 'MADE'.

**Episode 07**

## Latest Tips on Maximising Your Social Media Marketing

---

Full Episode Transcription

Have you joined yet?

The Business Made Easy Facebook Business Community

[www.businessmadeeasypodcast.com/community](http://www.businessmadeeasypodcast.com/community)

**Jason:**

G'day g'day, Jason here. Welcome to another episode of the Business Made Easy Podcast, Where We Make Business Easy. Thanks for joining me wherever you are in the world, whatever you're doing in business, I hope you're having some wins, kicking some goals. If you are, share them with me, I'd love to hear about them, maybe put them onto the Business Made Easy Podcast Facebook page, and we can share them with the rest of the business community as well.

Today's episode is a fantastic episode. I've been excited to be bringing you, Greg Cassar. Greg is an absolute whiz when it comes to social media marketing, digital marketing, all that sort of stuff; your website and getting the best out of your marketing spend. I don't know about you, but social media marketing in terms of Facebook advertising and things like that just seems like a daunting task sometimes. It seems like this money pit you just throw money at and hope that it sticks somewhere.

Greg's got some really cool strategies that he's going to share with you in this interview, and we had a really, really good chat and catch up. He's just got back from the US, so he's primed with the latest and greatest that's happening over there in terms of online marketing. He's been at Ezra Firestone's Mastermind Group, so he's going to share his stories with you and that. I'll hand over without further ado, to our interview for the day.

Today I'm absolutely wrapped because I've got a very good friend and mentor to me in the digital marketing space, Greg Cassar. Greg, welcome to the show mate.

**Greg:**

Hey, Jason. Great to be here, thanks for having me on.

**Jason:**

Today we're going to talk about some fantastic stuff people can take away in terms of digital marketing and what the latest is; I know you're right up-to-date with the latest in social media marketing and those sorts of things. Before we get into that, I want to know more. I was fascinated by your story at a recent conference I went to. Just how you got to where you are and talk about, I guess The Collective and what it's all about.

**Greg:**

Cool, yeah, happy to Jason. I guess I was one of those guys; I always knew I was an entrepreneur and used to hustle and make stuff happen. Whether it was at primary school running the school canteen or whether I was selling cows or goats or whatever, I always had things on the go, and genuinely loved business and making deals and that kind of thing.

Went away to university and learned computers because I knew that was where future was going to be. Got really, really good at corporate IT but really had a defining moment, I guess, where – I used to be what was called an

enterprise architect, so I designed computer networks for banks and insurance companies and all this kind of stuff.

The company that I was working for, one of my clients was BlueScope Steel. BlueScope came to me; they needed this \$300,000 bit of kit or gear. I could see that it wasn't really going to work for them over the long-term, it was only going to work in the short-term. What I did was I showed them where they needed to go, and I did a \$1 million upsell, so I sold them a \$1.3 million bit of gear instead of a \$300,000, which was actually a win-win really, because that's what they needed; not what they wanted.

My company told me, "Hey Greg, you've done well, you're going to be rewarded," and they rewarded me with a \$200 MYER gift voucher, which was like, "You've made us a million dollars, here's \$200," and then, my wife, Jules went on and spent that at MYER. It was really...

**Jason:**

It's not a good return ratio, is it?

**Greg:**

No, it isn't. You've got an accounting background, for my return on investment, Jason, I'm thinking it's not strong. Sometimes life happens for you, not to you, and that was a real defining moment for me because I decided never at that point was I going to be dependent on one employer or whatever. That really spurred me on to get – I think you mentioned I'm a student of marketing, I'm a student of business and that kind of stuff. I just

threw myself at that more and more and more, and within a couple of short months, I was out of the day job.

Basically, what we did was, we were getting good at selling stuff online, whether it was books and courses about investment property and all sorts of stuff. We had a whole bunch of business owners say, "Hey, would you mind helping us with that," and then before we knew it, we'd morphed into becoming an agency. We ran an agency for six years or so, and that was great, but the problem with an agency was that the business owners you're working with don't learn, and so that's why we looked at morphing into becoming more of a coach that helps people to implement. That's the best of both worlds; business owners are learning, but you're helping them to implement, so no one's really getting stuck on anything. Which is what we run now, and you're a member as well of The Collective. We have some fun, and we roll up our sleeves and get a whole bunch of work done. People are going forwards in leaps and bounds.

**Jason:**

I think one of the things I love about your model is it's the done 'with you' approach rather than the done 'for you', I know you just mentioned there with the agency. That was marketing, but you were doing it all online. I guess SEO and all that sort of thing, is that how you were doing it?

**Greg:**

Yeah, basically a bit of everything, but the thing was it was like coffee or caffeine. You know how caffeine will give you an energy hit, but then it'll drop off afterwards. That's what an agency's like. Yeah, you'll go great while

you're on the caffeine, but take the caffeine away, and then you might feel flat.

Businesses – agency's great, but it's kind of not. You're better off to empower your marketing team is what we found; empower business owners. The way I look at it is, mindset is as much as 80% of success, which is one of the things I learnt from Tony Robbins. Your mindset and your knowledge really are your best assets, and how you manage your emotions, really are your best assets in business. Invest in those things first.

Sometimes I've played the longer game. I always make decisions about – not about how can I make the most money right now, which was actually one of the things you and I were just talking about before the call. Sometimes we meet business owners, and you know what, they're just not a right fit for our group or for us or that kind of thing. Yes, we could make more money if we took them on, but it's not the right thing long-term. I think I'm good at thinking long-term and playing the long game, even though people say, “You're stupid, you're crazy, you should have done that deal, you should have done this, you would have made money.” Yeah, but I might have trashed the reputation in the process.

**Jason:**

Exactly.

**Greg:**

Yeah, I know you think very consistent with me and that about playing the

long game and preserving your reputation. I think if you always put the customer first and treat the customer right, then you'll win in the long-term.

**Jason:**

Yeah, it's so true. I was at the recent ProBlogger conference in Brisbane, and the story of the hare and the tortoise came up. I won't go through it all here just for the sake of interest, but the tortoise and the hare, it's just something – and I completely forget about, but it's so true. It is the long game that's going to win, I believe, in the end.

I was talking with a financial planner yesterday at lunch and he's exactly the same in his business and practice and saying, “I could take on any client that walks in the door, but are they really a right – am I going to add value to them rather than just help them,” and I think that's a big call. That's good.

The Collective; it's a mastermind format, isn't it? It's – I'm a member myself, but just explain how it works.

**Greg:**

Yes. Yeah, so we get together four times a year, and we have fun, do fun activities such as – whether it's whitewater rafting, go-karting or whatever, the next one coming up, we're going out on a tall ship from – a 1800s tall ship on Sydney Harbor. We do things like that to bond the group together, and everyone then knows and likes and trusts each other more. Then, when you get the next day, and you're doing a full mastermind, say it's someone turn to get up and share, they can share with more confidence because these people, they know they're all on the same journey and that kind of stuff. That's why

we do that part, and then we also help people to implement – with consulting calls, and we've got a development team that helps people with websites and eCommerce stores, and we help with traffic like Facebook ads and Google ads and that kind of stuff.

A combination of learning and implementation seem to be really, really working great.

**Jason:**

I think that's a good recipe actually because you're teaching the skills, you're actually teaching how to do this. I know myself, having just gone through – well, I've only been with the group now for six months I think. Just the stuff that I've learnt in that time, you just don't forget that stuff, and then its practical structure then that you can just keep working on yourself. You're not like a drug addict waiting for the next fix of what to do next. It's really good.

Mate, I want to get onto your recent trip to America because I know – as I said, you are an avid student of marketing in this digital space etcetera for businesses. You go over to America about three or four times a year, and you've just got back from Ezra Firestone's Mastermind Group which would have been an amazing experience. Tell us about how that went.

**Greg:**

Yeah, so that was really good. It was two days of mastermind. If you don't know Ezra, he's my coach in the eCommerce space; Ezra Firestone. He's doing \$22 million a year he publicly states in the cosmetics space. It's all

really learning the deeper side of whether it's remarketing, which is following people around with ads, that's kind of stuff; or whether it's e-mail marketing, what traffic's working; all that kind of stuff.

That was really, really great, and then there was another event following it called the eCommerce All-Stars. It was just four days of eCommerce, Amazon, traffic, that kind of thing. Actually, you know what's interesting, some of the best things that came out of it for me weren't even necessarily the sessions. The sessions were awesome, and I got great things out of it, but some of it was – the connections that I made, the people that I met.

One of the biggest – some of the biggest things that came out of it were just from people that I met rather than formal sessions. That's why I'm a big, big believer in always putting yourself in the right spot. I think sometimes people think luck – you can get lucky, you can be in the right spot at the right time, but I actually think luck is you engineer your own luck in many ways. I know you can have bad luck with health or something, but as a general rule, you can engineer your own luck, and I call luck Labour Under Correct Knowledge.

I engineered for myself to be in that exact right spot at the right time to learn that stuff. I think there's a – the people that make the most money online actually really know about trends and position themselves ahead of the curve and then ride it on the way up. By the time you find out about something, and it's on 60 minutes and the seven nightly news or whatever, then that trend is too far into its cycle, do you know what I mean; that kind of stuff.

I guess there was a lot of Facebook ads; there was a lot of people doing Amazon. Obviously, Amazon's about to come to Australia. In that group, nine out of 10 people would be making the majority of their money from Amazon, not from physical normal eCommerce. In the US, Amazon really has won the eCommerce war. If you think about physical retail searches, say for example I got a calculator here, I want to buy a calculator.

Historically, people have gone to Google, buy a calculator, or get a calculator, that kind of thing. Now, more than 50% of those searches are going straight to Amazon. Amazon's done some things very, very smart; they have the Prime program where you pay \$70 a year or whatever, and once you're a member, you get free two-day shipping. Then, if I do need to buy a calculator, yes I could go to Google and find an eCommerce store but then have to pay for shipping, or I could go to Prime. I know it's going to turn up, that kind of thing. They've done some really, really smart things to lock people in, and it's just become a self-fulfilling prophecy and getting bigger and bigger and bigger.

We do the stuff that you and I were just talking about, Jason, working with business owners, but we also do some stuff in eCommerce in the US. At the moment, I don't necessarily go into the exact – what markets I'm doing or what products I'm going necessarily. Right at the moment, we're doing importing from China into the US and then putting that on Amazon FBA and also selling via eCommerce stores. There was a lot of talk about that kind of stuff as well; the right ways to structure and the right ways to do importing and all happy to share any of that on the Podcast at any stage as well.

**Jason:**

Yeah, that is the thing. I mean, it's fascinating, that whole FBA – and for people who don't know what FBA is, it's Fulfillment by Amazon. It's basically Amazon are you warehouse for your products and services, and they do all your distribution and back end, don't they really?

**Greg:**

They pack and send, and they've also stacked – they've rigged the cards in their favour. If you've got a product on Amazon, and I've got a product on Amazon, and you've decided to fulfil yours yourself, and I've decided to use Amazon FBA – so have them ship it out for me, my product – it's one of the major factors; my product will probably rank better because they want to give the business to themselves.

The amount of the ways that they're making money is incredible, they're making money on every sale, as a percentage of the sale, then they're making money on the advertising, like you do advertise to get more visibility on their platform, then they're making money on the warehouse and the shipping.

**Jason:**

That's unreal.

**Greg:**

It's a pretty smart model that they've done.

**Jason:**

And, that's coming to Australia?

**Greg:**

Yeah, it's coming to Australia. No one knows exactly when. Originally, it was supposed to be September 2017, but I haven't seen much as far as – I haven't seen anything about firm dates. I wouldn't be surprised if it blows out to 2018 just because of the size of what they're trying to get going. No one knows exactly, as well, what it'll entail as far as – we spoke about Prime there where you can pay your membership and then get two-day free shipping. We don't know whether they're going to start with that or whether that's something that they would be adding in later; in different parts of the world, they've done it differently.

Really, really exciting, and a lot of people – Jason, if you listen to the media, people are saying that with Amazon coming it's the death of retail as we know it and all that kind of stuff and it's all doom and gloom. I think for the consumer, it's definitely a better thing; there's no doubt about it. It's going to push the price of things down, and it is going to make the whole online real estate area more competitive; basically standards higher. I can see why some people are excited about it, but the way I look at everything is glass half full type approach, and wow, it's just another big media channel that you can put your products on. If you're already selling in physical retail, or if you're already selling in online retail, you really, really should be listed on Amazon. I know right now they're already taking people as far as you can list in advance.

You could put up your hand to say, “Hey, I want to be considered to list on your platform.”

**Jason:**

I think the message out of the whole – I've thought about the whole Amazon thing and I've got clients in our practice that are a physical retail store. I mean, they still sell physical products and services. I've still got clients that haven't got a website...

**Greg:**

Crazy.

**Jason:**

I think now, really, with Amazon coming to Australia, and the changes, you really need to, as a business, really look at your digital strategy and actually look at exactly what it's going to mean for your business sustainability, and how you're going to jump on board with it, not run from it and bury your head. Actually, how am I going to ride this wave because it is – you can't stop it. It's like saying, “Well, I'm going to keep my VHS video player because I really like watching Alien on VHS,” you just won't be able to go and get it.

**Greg:**

Yeah, it's true. My podcast partner on the Sales for Profit Podcast, JD, he says that your website is your director of first impressions. Say, for example; I know you're the real because I've had the opportunity of working with you and seeing what you do and the amazing work you were doing with your clients and the results you're getting. If I didn't know you and I just got this –

someone said, "You should check out Skinner Hamilton, these guys are good." What am I going to do, I'm going to go to Google, and I'm going to look at Skinner Hamilton." You have an amazing site, and it tells your story and good visuals, and it's responsive, adjusts for different browsers and all that kind of thing. That's a much, much better first impression than if it was a 10-year-old site, or like you were saying, no site at all, which many, many businesses have.

**Jason:**

Well, I've got to give that credit to you mate, it was your team that put all that together because I know we had a very 1980s looking website.

**Greg:**

We like to call them classics.

**Jason:**

Yeah, classics.

**Greg:**

Retro.

**Jason:**

It certainly makes a big difference and having that responsive so it's used on mobile and that sort of thing. It's probably down the track, Greg, we probably could actually do an episode for people just on Amazon and how to best position your business for Amazon...

**Greg:**

Yep, happy to.

**Jason:**

...and just go through those practical tips, I think would be of real value to people. Yeah, it'd be cool.

Mate, while we're on the online space, I guess for a business owner that – let's just say I am a business owner – well I am a business owner. Let's say I'm a business owner that's been struggling for a while, and I get a lot of feedback from people that are using Facebook and not getting the results with Facebook that they once were. I know my wife, Melissa, was absolutely astounded the other day to realise that all her posts don't go to all her friends, organic traffic is just not getting to people on your page anymore.

I guess, what tips could you give us, I guess if we choose five big tips that you would recommend to a business owner that's either starting out in the digital space or been doing it for a bit and not getting the results that they otherwise could?

**Greg:**

Gotcha. I think it really comes down to initially what is it that you want to achieve. On that Facebook one that you were talking about with the visibility; what's actually happening is they're more and more, for example, advertisers on over time. Back in 2012, they had one million advertisers, now in 2017, they've got five million advertisers. There's more and more competition, so the cost of everything is continuing to rise. That's going to

continue to rise just with supply and demand. There's certainly things you can do to reduce your costs, but if you think about it from a business owner, what do you want, and most business owners; what they really want, is they want visibility first, they want sales – sorry, they want leads, and they want sales.

Also, if you start with that visibility, you've really got to think about who is my exact, perfect [20:21] and where are they; where are they hanging out online? Often, people go to Facebook first because it has laser, laser targeting. Nowhere else can you target your market so well. I could put my ads just in front of women in Brisbane, 25km's around who are between 25 and 36 years of age and who are interested in equestrian horse riding.

**Jason:**

Sounds like a dating site.

**Greg:**

Laser, laser targeting – yeah, if you want to meet horsey ladies. That's right.

Facebook is great as far as that. You could put your right message in front of your right person; you can always – Facebook is an artificial intelligence engine as well, so it learns when you like something when you comment on something, when you share something; that kind of thing. It also learns when you take action.

There's a type of ads called Website Conversion Objective, and what you can do is, say for example you're driving traffic to a landing page, you want to get

people to give you their name and e-mail in exchange for something of value you're giving them, whether it's a free or bought video, that kind of thing. You can start to track it with what's called a conversion pixel which is just a bit of tracking code that goes on your website. Basically, what you could say is these people are converting, now give us more people just like them, and Facebook's smart enough to go out and give you more people just like them.

A couple of things that you can do now as far as to make just the Facebook initially – make it really, really work well. Facebook also, they don't want you just to be advertising saying 'buy my stuff, buy my stuff, buy my stuff'. If you think about it, Facebook is actually a social media platform; people are going there to hang out, people are going there to have fun, they're not going there to buy your stuff. Whereas Google is more like the White Pages or the Yellow Pages; they're going there searching to solve a problem. Facebook they're going there to hang out. You've kind of got to be cooler about how you go about things.

I think one of the biggest mistakes people make is they don't lead with value first. We have a value first approach, and that's really served us well. We've got this thing we called a value pool, and what we do is we take video chunks, maybe of me talking, maybe of me on stage, whatever; we break them up into little bite size videos like one minute long, and each one's a self-contained video. Then we put those out onto Facebook, you can put them on your fan page, and you can hit boost and then it'll put them out to more people. We create Facebook ads called video view ads, and basically it only costs two or

three cents to put your video in front of your exact perfect, right target market.

What we do is we lead with value first. We know that these ads aren't going to give a great return on investment, but what they are doing is they're putting deposits in the emotional bank account. What we're trying to do – if people don't know us, we need to make sure that we're putting great content out leading with value so that they – we want to get them to the point where they know us, like us, and trust us. Their first touch might be 'that was good', then there's like 'I've seen this guy before, they were really good', and then when they need that product or service, or they want it, then you're top of consciousness. That leading with value first is great.

I think another thing to think about is remarketing. A lot of people – what we find is over 80% of businesses don't do remarketing, and a lot of people won't even know what it is, so that's [23:42]...

**Jason:**

If I can just come in – I was going to say if we can just cover what remarketing is.

**Greg:**

Yeah. If you think back a couple of years ago, four or five years ago, say I visit Jason's site; I didn't inquire, I didn't buy, I didn't call them. Then, if I left, basically I was gone, you had no way of marketing to me or communicating with me again to have an ongoing relationship. Now, you can get this tracking code from Facebook, and Google also has it, called pixel code. You basically

get it from your Facebook ads manager; you pass it to your web developer, your web developer puts it on your website. Then what happens is now, as I visit Jason's website, it gets added into my browser, and I don't even necessarily know about it, but then he can now start to advertise to people who hit his website in the last seven days or 14 days or 30 days, that kind of thing. You can have that relationship – ongoing touch with people, and you know that those people who have been to your site are actually more likely to take any action than someone who's completely cold.

What we look at is, if you're spending money on advertising but you don't have that remarketing in place, then effectively you're doing one-shot marketing, you're not really having multiple touches with people. What we do know is, you need multiple touches with people before they know you, like you, trust you, and then want to do – are predisposed to do business with you.

If we unpack it then, we need to lead with value first, and we need to get that remarketing happening so that they're – someone hits your site, then they start to see your stuff. If someone watches your videos, you can also – Facebook will build an audience of those people and say, “Hey, Jason, these are all the guys and girls who've watched your videos in the last seven days, 14 days, whatever; you can now remarket to them. You can start showing them other content; you can start showing them other ads for your products and services that can get them onto your list or to give them more touches with you.”

We lead with value, and then we get remarketing whether they've watched your videos or whether they've started to hit your site so that they're getting multiple touches with you. Then, ultimately, we want to think about what's the course of action that we really want them to go on. Realistically, we want to try and get them onto our database most likely so that we can communicate with them again via e-mail, or we may want to get them to buy. If we led with value and then we got remarketing, yes we might be remarketing some more content, but now we might be remarketing which means showing them ads for 'here, grab my free white paper, grab my free report, grab my video series,' anything to that...

**Jason:**

More value.

**Greg:**

Yeah, more value in exchange for their e-mail and then obviously once you get them on your e-mail address, then you can – once you get their e-mail address and you can then market to them via e-mail as well as Facebook. That's the main things that you need to do.

If you're selling physical products, as a general rule – there are two types of eCommerce. There's catalogue style eCommerce because what we're talking about before, that was more for your services type business. Now, if you were selling physical stuff, if you've got a catalogue style eCommerce store, that's talking about – say I'm selling computer peripherals, I've got this Microsoft keyboard, I've got this Compaq mouse, I've got this Logitech

mouse; I've got all this different stuff; that sort of eCommerce doesn't work as well from a Facebook point of view.

If I've got what I call funnel sale eCommerce meaning – have you ever been on Facebook and then you see a video about a product that's just amazing, and you think, “Wow, I really, really wouldn't want that,” it wasn't even on your radar before. You go, “Wow, that's cool, I'll get that for me.”

**Jason:**

That particular works for me because I'm a gadget geek. I'm like a marketer's dream.

**Greg:**

Yeah, so people see that, and they go, “Well, I'm going to buy it,” that's how Facebook really, really works best for physical products. You can make it work for that other catalogue type store but you've generally got to take them from an ad to information, like a pre-sell article, and then allude to the solution is this product. You've got to add a step in the middle if it's not a sexy product, but those offer type ads can really, really work great. It's a really cool product; you can normally get it for \$X, today you can get it for \$Y, we've got limited available; so scarcity and urgency can get them coming across and acquiring customers at speed that way.

Those are the main ways, really, to make Facebook work.

**Jason:**

I've heard it said before that – and they use the dating analogy, but basically,

you wouldn't – they say in looking at Facebook ads, if you just put an ad up there that's about you, that's the equivalent of walking into a party and walking up to a girl and saying, “Hey, will you marry me.” They don't know you; you don't do that, they're going to think you're weird. Facebook's a bit the same, it's social, so people want to engage in your story, I guess, and you want to be creating that story. Is that pretty well how you're describing it?

**Greg:**

Yeah, absolutely. Get to know them, take them out for coffee, go on a date and then the marriage is...

**Jason:**

Down the track.

**Greg:**

Yeah, that's right. [28:54] we're in an attention economy, you've got to get their attention first and then be cool, create value and then they may choose to do business with you. Don't just lead in with the, “Hey, do you want to go on a long weekend together, Jason.”

**Jason:**

Yeah, that's it.

**Greg:**

“It's going to be just me and you”, you'll be like, “That's great, that sounds awesome.”

**Jason:**

“You're freaking me out.”

**Greg:**

“You're freaking me out,” that's it.

**Jason:**

Yeah, it's so true, and I think...

**Greg:**

Maybe the listeners could picture you and I walking hand in hand in our speedos down a beautiful beach.

**Jason:**

I'll just erase that one, Greg.

**Greg:**

We're going to need some editing.

**Jason:**

As much as I like you mate, no.

I think that thing of value and really – from my point of view with Facebook, in particular, you should just – when you're writing your ads and those sorts of things. I guess like you said, have your avatar – your ideal person that

you're talking to in mind and how you can serve them and add value to their life, you're going to get a far better interaction. Is that how you'd say it?

**Greg:**

Yeah, that's the way we look at it. Just value first for them and think about what is it they want or need rather than what do you want and need. Ideally, you can get them to match up over time. Yeah, it's really cool

**Jason:**

Yeah, it's an interesting area of Facebook. The whole marketing space has changed, and I can understand why I guess traditional business owners etcetera are struggling with where it's at, and I thoroughly encourage them to get help in that space if they're not already because it's only going to get worse I think as – or more challenging as it develops. I think they're even talking about bringing Facebook ads into groups within Facebook now as well.

**Greg:**

Yeah, cool.

**Jason:**

Now that that real estates tightened up, starting to advertise in those Facebook groups as well which have been a close off area previously. It's just going to get...

**Greg:**

It does make good sense though as far as more real estate available to Facebook then.

**Jason:**

Yeah, Mark Zuckerberg needs a few more dollars, doesn't he?

**Greg:**

Yeah, poor guy.

**Jason:**

Fantastic. Hey mate, that's really good, that's really provided with some great stuff that people can take away, and I guess have a look at in terms of their social media stuff as well.

I love to ask this question at the end of each show, an actual – and when I say that, you're probably the first person I've actually asked it because it's only a new show. I am going to ask you – being brutally honest; I am going to ask this question at the end of each show because I think everyone in business is doing something that's working for them really well and they're getting some good results with. I think part of what I want to do with the show is actually get that information out there to people that they might be struggling in that particular area might be able to get some help as well.

I'm going to ask the question, what is working for you in business right now? What's something that you've – I mean, you're an extremely busy guy I know

looking after the membership needs etcetera. What's something that's working for you in business right now that you're getting some goals with?

**Greg:**

I don't know that I can nail it just down to one, but a couple of quick ones. The first thing would be just being a constant student of sales and marketing and mindset and business and financial IQ. I find that I'm winning more and more and more and consistently bigger deals and bigger opportunities and all that kind of stuff because of my knowledge. That knowledge is power; I think that's the first thing.

The other thing I think is I'm very, very smart with my time. I get up early, and generally, I've done two hours or really, really productive stuff before the world even wakes up, sometimes between 5:00 and 7:00 or 6:00 and 8:00, that kind of thing.

**Jason:**

You've got a young family too, haven't you?

**Greg:**

I do, but I've often done a fair bit before they wake up and they need breakfast and that kind of stuff. I work on the business in the morning, so strategic stuff, building marketing funnels, setting up your eCommerce products, importing, that kind of stuff. I work on the business in the morning and then in the afternoon I work in the business, so that's when I help my clients with their needs and that kind of stuff.

I think that – there's one thing I learnt which is this concept called Pay Yourself First. The rich do it with the money, they invest first and save first and then spend what's left, that's kind of thing. Whereas, the poor and middle class spend on everything and then save or invest what's left which really doesn't work. I find the same thing with time, the rich, they pay themselves first with time, and then do all the other stuff later. What you'll find is yeah, you're busy, and you know what, there's never going to be enough time to get everything ever done. I've got my to-do list here, and if some things don't make it, they weren't high enough priority to make it. By working on the business in the morning and then working in the business in the afternoon, I'm just able to achieve so much more than I could if I just started the day by going on my inbox [34:22] worst thing that you can do. Then you're just basically taking on everyone else's problems and everyone else's needs first rather than – this is that concept of [34:30], what's the biggest thing that I need to achieve and need to do.

Also, what we spoke about before is think long-term strategic. Yes, I'm working on projects, we've got this marketing funnel that's going out now and that kind of stuff, but I'm also thinking where are we going with the game, what are we doing with our coaching clients and our coaching businesses, and what do we want to do there. I'm also thinking where are we going with our eComm stuff in the US and what do we want to do there. Then also what are we doing on our investing side and what do we want to do that. Really conscious of the short game but also really, really playing the long game too.

**Jason:**

Nice. Yeah, so it's having that long-term focus, and I guess taking that time

like you say to work on the things that are important. That's one thing I've found, I guess, is the – Wednesdays are my day; I typically set Wednesday aside to just do big project stuff.

**Greg:**

Yes.

**Jason:**

...is a nice – people say, “How do you just step out of your business and go and do that,” but I think you actually have to do that even if it's only a couple of hours a day or whatever it is, but step out and actually work on the business, not in it and do it. Gradually, bit by bit, it builds up, doesn't it?

**Greg:**

Agreed, and if you're just working in it all the time, then you can get – you can be really, really busy and then get six months down the track and realise, “Hang on, we haven't actually achieved anything, we haven't grown.”

**Jason:**

I call it counting paperclips. You can count paperclips, or you can...

**Greg:**

I haven't heard that one, that's good.

**Jason:**

It's the way to think of it, if someone asks you a question, say, “Are we

counting paperclips or are we actually working on building something tangible and something meaningful of value here.”

Fantastic, Greg. That's great, mate. Thank you so much for your time, I really – absolutely wrapped that you could spare the time because I do know you are a very busy person and...

**Greg:**

No probs.

**Jason:**

We'll get you back on the show one time to really flesh out that Amazon and – when we know a little bit more about the impact it's going to have here in Australia. If the US is anything to go by, it's certainly going to be a big thing.

**Greg:**

Yes.

**Jason:**

If people want to find out more about you and your great work and how you're doing, how can we do that?

**Greg:**

Yeah, the best way is just to head over to [collective.com.au](http://collective.com.au), there's a whole bunch of free resources on the blog, so lots of video training and stuff. I think that's probably the best way, and we've also got a podcast called [salesforprofit.com](http://salesforprofit.com) which is also in iTunes as Sales for Profit. They're

probably the two best ways to find out a bit more about us and just get a whole bunch of value and then if we're a right fit for each other, then sometimes we do business with other people down the track. Really, that whole – suss us out, see what you can learn first and then go from there.

**Jason:**

Nice, that's cool. I'll put a link to Greg's website on the show notes as well. There'll be a full transcript of this interview and this session and as well as any links over there for Greg's stuff as well, so that's fantastic.

All right mate, we might call it quits there and again, thank you so much for your time; I really value your time, and thank you, everybody, for listening. I hope you got some value out of it as well, and we'll talk soon, Greg.

**Greg:**

Excellent. Thank you, Jason. Much appreciated, bye.

**Jason:**

Bye. Well, there you have it guys, that's Greg Cassar from The Collective and thanks for sharing all that information with us, Greg. I really love that interview; I think the more we can understand and learn about the latest happenings in social media in our businesses, the better. It's not going away; it's only going to ramp up particularly as you heard with Amazon coming to Australia and all those sorts of things. As business owners, we really need to be looking at what we're doing with our digital marketing strategy, and that's one thing that I'm encouraging clients to actually look at now. What's your digital strategy, and maybe we'll do an episode on that very shortly to work

out exactly how to put in place a digital strategy to preserve and grow your business.

Thank you so much again for your time this week, I really do appreciate you joining me on the show. Don't forget, if you do have a question in business, there's something there that you really would like help with or like some more information on, this is a free podcast. My total goal and focus is to help you, the business owner, to grow your business and just get a better life out of your business and have a better life yourself. That's my passion and purpose behind putting all this together.

Feel free to go over to the website at [businessmadeeasypodcast.com](http://businessmadeeasypodcast.com) and record your question over there on the little red record button which is on the homepage. All the show notes etcetera today will be over there on the website as well, and don't forget you can check out the Facebook page, the Business Made Easy Podcast Facebook page, and there's a great community, and we've got a group over there that you can join as well free of charge. It's a great discussion forum to flesh out some answers that you may be looking for in your business.

Well, that's it from me until next week. Thanks so much again for joining me, as I said, I do really appreciate your time, and I really do appreciate you listening. Thank you so much, talk next week.

# Thank you for Tuning In

---

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at [jason@businessmadeeasypodcast.com](mailto:jason@businessmadeeasypodcast.com) I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

[www.businessmadeeasyfacebook.com/community](http://www.businessmadeeasyfacebook.com/community)

We are also on Instagram at

[www.businessmadeeasypodcast.com/instagram](http://www.businessmadeeasypodcast.com/instagram)

Thank you again,  
I appreciate you!

*Regards  
Jason*