

## **Business For Superheroes Podcast Transcription: Episode Twenty Five - You Can't Do All Of The Things**



\*In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...\*

**Vicky:** Hello and welcome to the Business For Superheroes Show. I'm Vicky Fraser and Joe is back this week. Say hi, Joe.

**Joe:** Hello!

**Vicky:** Hello! That was very cheery.

**Joe:** I am super happy.

**Vicky:** Good, okay.

**Joe:** Well, it's work isn't it? We're recording this one at my work.

**Vicky:** Again.

**Joe:** Again, which I don't enjoy as much as the ones that we do at home with a glass of wine because, frankly, there's no wine.

**Vicky:** No, that is a problem. There's no gin either.

**Joe:** There's no gin, there's no wine and we're at work in a big, echoey room. It all sounds a bit weird.

**Vicky:** Yes, if Joe sounds like a grumpleton it's because he's at work and with all of the things.

**Joe:** My eyebrows are nearly touching.

**Vicky:** More than usual! I was going to say something then but I've completely forgotten what it was. I think it was even relevant! All of the many things to do. Which actually is kind of topical because that is what this week's podcast is all about. I have been thinking about being overwhelmed, which is quite common in our house, isn't it? Amongst me!

[Laughter]

**Joe:** Being overwhelmed by the things.

**Vicky:** By all of the things, yes. There was a prime example of it last weekend wasn't there, do you remember? When we were doing stuff outside and I started to do about six different things.

**Joe:** You started to trim the hedges, then you started to mow the lawn, then you started to weed some borders, then you started to... It was ridiculous.

**Vicky:** Part of this is down to the fact that we've got *so* much to do at The Dingle.

**Joe:** And you did none of them.

**Vicky:** I successfully did none of them, yes. I started a whole bunch of things. But then I'm doing a new thing - and we can talk about that as well. I've got my [indistinct noises]... I've got this - that is my new journal which is awesome and divided into bits. It's got stuff to do. I'm so excited I can barely speak, Joe.

**Joe:** Okay, it appears to be a pretty much standard day calendar type notebook thing. But it has sections, it has the day broken into hours. Then it has a little bit for goals, a little bit for today's targets. I'm not sure what the difference between a goal and a target is, but hey!

**Vicky:** That's for my longer term goals, but these are the things I want to get done today specifically.

**Joe:** Okay so you break down what your plan is for the day and what your goals are, what your wins are and what you've learned. What's worked and what hasn't.

**Vicky:** And that's really cool because it keeps me on track because each day I can look at this and think, "Okay, this is my long term goal" and then today's targets are the things I want to get done today that are going to move me closer to those goals.

**Joe:** Number one: record podcast.

**Vicky:** Which I am successfully doing right now. Yay!

**Joe:** We can cross that one out.

**Vicky:** So that is going to go into today's wins. There's a little space for wins, which is your brag zone, and there's a little space for what lessons you've learned, which is basically where you've bugged up the whole thing. Which is fine because you learn what you've done wrong. There's also - what I really like - a little space in the morning section for: this morning I am grateful for... And this morning I had: my deeply comfy bed and how cuddly Noodle is - Noodle is one of our cats - and Joe bringing me lemon and honey tea, which you do most mornings because you're lovely.

**Joe:** I do do that most mornings. Normally you're just under a duvet and kind of grunt.

**Vicky:** That's not true, I got up at 6 o'clock yesterday - on Bank Holiday Monday - and made you tea.

**Joe:** That's the deal though, isn't it? Work days I bring you tea, non work days you bring me tea.

**Vicky:** Yeah and it works well. In the tonight section there is a: tonight I am grateful for. It sounds a bit wishy washy and wanky but it's not. It means you start off your day on a positive note. Rather than waking up and going, "Ahh all of the things", you go, "This morning I'm grateful for still being alive" - that's always a good one, the older I get.

[Laughter]

**Joe:** Optimism folks! Cheery optimism. This is as good as it gets.

**Vicky:** Then when you finish your day, you finish your day on a really good note as well. So things you're grateful for. They've actually done studies on this, did you know? Where they have found that - I can't remember what they found now but it was really good!

[Laughter]

**Joe:** Top fact folks! They found something, can't remember what it was. It was good, they found a good thing.

**Vicky:** They found that people who write down their gratitude every day - they start their day with gratitude, have a better night's sleep, they sleep for longer, they feel better when they wake up - less tired, and they are generally healthier and happier. I'm sure there are other variables as well that go in but it is a trait of people who sleep well etc. Anyway, that is what I am doing to help myself.

**Joe:** To get stuff done.

**Vicky:** But also to help me do fewer of the things because all of the things is bad. And I've been putting it into use at home as well - I'm trying to make Joe do stuff and he just glares at me whenever I suggest he might want to schedule his day slightly. This morning between 6am and 7am it said, "Breakfast, shower, chickens"

**Joe:** Shower chickens?

**Vicky:** Showering the chickens. I don't shower the chickens.

**Joe:** Don't shower the chickens. They don't like it.

**Vicky:** No. But this weekend - Bank Holiday Weekend - rather than starting kind of six separate jobs in the garden and failing to finish any of them, instead we were like, "Right, today we're going to build steps up the grassy bank". And we did, didn't we?

**Joe:** We did.

**Vicky:** We now have stone steps that we scavenged from various places around our garden – proper stone, lumpy stone. And we have a beautiful staircase. It looks ace doesn't it? And then yesterday we repaired the Bridge of Death.

**Joe:** That is now just the Bridge of Significant Peril.

**Vicky:** Yes. And we've got another staircase to build up into the woods, so we need to scavenge more stones. We're going to a reclamation yard.

**Joe:** I think we should just find some stone and make visitors do that when they come round. Let's just make someone else do that.

**Vicky:** Well we'll make them do the heavy lifting anyway. I'll do the pointing and the directing.

**Joe:** Yes, you're good at that.

**Vicky:** So basically I've been thinking about being overwhelmed – which, as I say, is quite common amongst me.

**Joe:** I can get a bit swirly at work as well. I've got a team of 8 or 9 guys – I can never remember quite how many are supposed to work for me.

**Vicky:** You should probably sort that out.

**Joe:** I probably should know that. I often get many questions, and demands from my time, and my opinions, and my thoughts, and my understanding, and my knowledge. It does get a bit much sometimes.

**Vicky:** And yet I have given him a really good book to read that will help him sort that out, and how many pages of this book have you read so far, Joe?

**Joe:** Which one of the good books is it that you've given me?

**Vicky:** The one that I actually bought for you that's sitting on your desk.

**Joe:** It's on my desk, I haven't read much of it yet. I need to read that book.

**Vicky:** Yes, you do. The reason that I get so frustrated is because I know that it will genuinely help you and you'll be less swirly and less frustrated, and you'll get less questioning from people. Anyway, we're not going to have a row on air.

**Joe:** We might.

**Vicky:** Yes because I'll be like, "Don't be bringing that problem home to me again if you haven't tried to fix it." Which is reasonable, you're only allowed to moan about something once. Maybe twice. If by the third time you haven't done something to fix it--

**Joe:** Hang on a minute, wind up. You're only allowed to moan about something once or twice?

**Vicky:** No, we're talking about you here!

[Laughter]

**Joe:** No, no, that's fine. I can go with that deal.

**Vicky:** I'm fixing my hair now. I've got a consultation booked in.

**Joe:** Okay, cool. So I've written that one down.

**Vicky:** I'm fixing my eyebrows as well.

**Joe:** I thought you were only allowed to moan about things once or twice?

**Vicky:** Twice, maximum, before you actually start to fix it. No, that's a decent thing to talk about as well because I get quite frustrated when I hear people say they haven't got enough money, or "I hate my job", "I hate this, that and the other about my life". I'll look at them and go, "Sympathies, what are you doing to change that?" And I'll get either a baffled look or some spluttering and a swift change of topic. I find that quite frustrating.

**Joe:** A lot of the time when people are telling you things like that, they just want someone to whinge at, don't they?

**Vicky:** I know but this might be the third or fourth time I've been told. You need to fix your own life because nobody else is going to do it for you. It's true.

**Joe:** Anyway, what are we talking about today? We're nine minutes in and we haven't-- Or have we?

**Vicky:** Yes, we've been talking about being overwhelmed and not trying to do too many things at once. I read something the other day about people trying to do everything. We are all - I know I am, I think most people are - attracted to the latest bright, shiny object and the thing that's new. We see people doing it and think, "Oh that looks great, I need to do that". And we compare what we're doing to what other people are doing, and we find ourselves wanting all the time.

**Joe:** Right. Examples?

**Vicky:** So I'll take an example from me. I'll be looking at the various internet marketing people - I was going to call them fools then but they're not all fools! Some of them are cool - and they'll be like, "I'm going to be doing this thing today and this thing today. And I'm going to be doing this video series and blehhh". And I'll be like, "Oh, I'm not doing those things."

**Joe:** Maybe I should have a sky-writer doing stuff and planes...

**Vicky:** Yes, but the thing is you don't have to do all of the things. You don't. So today is all about listening to yourself, basically. If you seem something, for example Snapchat, I don't fucking get Snapchat, I don't understand it. Apparently it's a thing and marketers are using it. That's one of things I've been looking at, thinking "Ah I'll get Snapchat on my phone" and I download Snapchat onto my phone to have a look at what people are doing - which seems to basically be live Snapchatting videos of them walking along and chatting, Snappily. I don't know! And I was like, "Oh, I need to do this and people will listen to my inane ramblings". And of course they're not going to - although people listen to this and this is pretty rambly.

But the thing is I don't really know what Snapchat is but I feel like I need to do it, but then I was like, "No, I don't". I don't need to do all of the things. If you look at something and think, "I feel like I need to be doing that" but actually you really don't want to, then don't do it. I'm quite conscious that a lot of my daily emails, and the stuff I teach in my Inner Circle, and the stuff I say in my book, I put a lot of stuff out there for people to try. But I think maybe I neglect to say that actually you don't have to do it all. Certainly not all at once, anyway. I think that's where some of the problems come in. For me, quite often, I'll be like, "I want to do all of these seven things" and then it's like in the garden and I don't do any of them.

**Joe:** I want to do a podcast, I want to do a webcast, I want to do a teleclass, need to write a blog, need to do some LinkedIn advertising.

**Vicky:** Yes and so to mitigate some of that I have outsourced all of my advertising. I do the podcast because I really enjoy it and it's good fun. I genuinely don't know if it's profitable for me or not yet because I've not been doing it for long enough, and all the rest of it.

**Joe:** Here's an idea, if you've listened to this podcast and then bought something off us, let us know.

**Vicky:** Can you let us know? That would be really cool. But the thing is you can't measure it directly because this is the kind of thing that you do to build the relationships and to help people out. And then eventually, down the road, they might join. I know somebody who has been on my email list for, I think he said 18 months.

**Joe:** Jeppers.

**Vicky:** And he joined my *Inner Circle* over the weekend. So that's a hell of a long lead time and that's a lot of content and a lot of relationship building that I've been doing, but it shows that it pays off. If he stays for a year, he's worth £1500 a year to me, which is really cool. You need to look at it like that when you do stuff. If you can't see an immediate ROI it doesn't mean that there isn't an ROI.

**Joe:** It just might be a long term ROI.

**Vicky:** It might be a long term ROI and it might not be directly measureable. I keep banging on about podcasts and it might be that you're thinking, "I need to do my own podcast". You don't, you don't have to. If you fancy giving it a go, then give it a go but for goodness sake don't shell out loads of money on professional stuff etc. before you've given it a couple of tries.

**Joe:** You might find you hate it.

**Vicky:** You might find you hate it. And that's fine, you don't have to do it if you hate it. If I hated podcasting and if you hated podcasting, we wouldn't be doing it, would we?

**Joe:** No.

**Vicky:** No, we would have chalked it up to a couple of hundred quid spent and a decent experiment, and that's that.

**Joe:** And move on, yeah.

**Vicky:** So, what I'm saying really is try stuff. I'll give you loads of ideas and things you can try, try it out. Don't just say, "I'm not even going to try this because I believe it won't work" or "I feel it won't work" because that's bullshit. You don't know if it's going to work or not until you've tried it. You don't know if you're going to like it or not until you've tried it. Pick one thing and try it. If you like it and it seems to work, carry on and do more of it. Pick another thing, try it. If you hate it, stop doing it, pick another thing. Do stuff but don't try and do everything all at once, and don't feel like you need to do new stuff just because it's new and other people are doing it. It's all about the things that bring you closer to your goal and make you feel good.

**Joe:** And things you can stand doing for a living because you don't want to be lumbering yourself with a whole bunch of really horrible tasks that you hate. It doesn't matter how much money it gives you.

**Vicky:** That's the other thing as well. I sometimes see people saying, "I really hate doing this thing but it brings me in loads of money". Does it really bring you in enough money to make it worthwhile, really? If you've got a really

horrific customer who is awful to you, but they bring you in a lot of money, is it really worth it? Could you really not get another customer that brings you in that much money but who is nice to you? Design the life that you want. Don't dance to somebody else's tune and don't get overwhelmed about it. I did think while we are talking about all of the many things that I would just list a few of the things that I do, and briefly say whether or not they're useful or profitable.

**Joe:** That sounds reasonable.

**Vicky:** And you can maybe give them a try, or not. Email marketing - obviously!

**Joe:** You live on email marketing don't you.

**Vicky:** I live on email marketing, yes. Email marketing for me is by far the most profitable thing that I do. By far. I don't make a sale every time I send an email but what I'm doing is building a relationship.

**Joe:** Building a tribe, making friends.

**Vicky:** I don't like the word tribe, everyone is using it.

**Joe:** Okay, not a tribe. Whatever those people are out there.

**Vicky:** Frogs. No, you're not frogs! [Laughter] I like frogs. Anyway, we're getting off topic somewhat. Email marketing. I email my list everyday and yet there are still people out there who say, "Emailing every day is bad and it doesn't work". That always cracks me up because yes it does. Knob off. Email marketing - absolutely you should be doing it. It is cheap and it is easy and it's a really simple way of building a relationship. It gets you into the habit of writing, it gets you practicing writing. That's a really good thing. That's maybe the one thing that I'd say, "You know what? Suck it up and do it". Once you get good at it it takes 20 minutes to knock out an email, and you'll get quicker. Probably not quicker than 20 minutes but you can work down. Blogging. I blog but I don't actively blog because I turn my daily emails into blogs.

**Joe:** Cunningly. Repurposing.

**Vicky:** Cunningly I know. Repurposing for the win. Don't reinvent the wheel. Repurpose your content for other purposes. So my assistant turns my daily emails into blogs, puts them on my website and then she tweets them all over the place using social media. I don't do any of that stuff. I do go on Facebook sometimes, and go to my groups and talk to my people but generally I don't do social media in the way that a lot of people waste their time on social media. Blogging, social media, podcast (obviously). But I also repurpose the podcasts, my assistant transcribes the podcasts for us and she puts them up on my website in my blog so that they're searchable, and they become yet more content that I can use. Some people don't like to listen.

**Joe:** You could turn it all into a book. You could stick them together: Vicky Fraser, The Podcast Years.

**Vicky:** I could do that.

**Joe:** Can you imagine what a rambling that would be? It would be amazing

**Vicky:** How very dare you! I don't think it would be that rambly. If you're listening and think that we should turn the podcast into a book, which, by the way, would be your book as well.

**Joe:** Yes, joint author.

**Vicky:** If that's a book that you would like to read, then drop me an email and say *yes*. If you think it's a book that would be horrific, then drop me an email that says *fuck no*. We won't be offended. Direct mail, I do direct mail.

**Joe:** Who gets direct mail?

**Vicky:** All of the people who have bought my book. So the people who buy my book get a free newsletter delivered to their door every month because I'm that nice.

**Joe:** Forever.

**Vicky:** Well until I can not be arsed anymore. Forever yes. They just go on the list, well until they unsubscribe. When people tell me to knob off, that's fine.

They get that and every now and then they get a letter or something as well, or an offer through the post. I do that and that's really cool. It costs me a maximum of a couple of quid per subscriber to put something in front of somebody physically, every month. Well worth doing. Continuity membership programme. I've got my *Inner Circle*. That's brilliant because it's continual income. You do it once and sell it many times.

**Joe:** It's a good thing.

**Vicky:** It is a good thing. I've made it sound slightly easier than it is, it's not. I offer a lot more than most people offer, I do personal critiques and I spend a lot of time talking to the people in my group. You'll find that not everybody with that kind of a membership group will put that amount of effort in. But for me it's worth it, it's what I want to do. I wouldn't feel good just writing something and then not getting involved with people.

**Joe:** You do get properly involved with people as well. They get really good value out of you.

**Vicky:** Yes, I think so, I hope so. They tell me they do. Books, I write books - book singular at the moment but I've got another one in the pipeline, and possibly this podcast book! Ebooks.

**Joe:** That's just a book but E'd.

**Vicky:** Well I've got my Kindle version of my book but I've also got my little E-booklets as well. I've got my *76 Headlines*, I've got my *7 Big Mistakes* Ebook and I've got a couple of others as well.

**Joe:** Did you turn *49 Ideas* into an Ebook?

**Vicky:** No but I need to do that don't I?

**Joe:** You need to do that.

**Vicky:** I need to turn my *49 Ideas* into an Ebook. I'll add that to my list of all the things. I do training courses - online training courses, offline training courses, workshops. I'm planning an event for October, which I've just said out loud

again so I'm going to have to do the bloody thing. I'll have to get my hair sorted first, and my eyebrows. No Dennis Healeys.

[Laughter]

**Vicky:** Videos - video marketing, which I hated the idea of. I say I do video marketing, so far I've done one video but I got really good feedback on it.

**Joe:** Which one was that?

**Vicky:** The one for the sales page for my Write Your Book in 90 Days course. I did a sales video for it.

**Joe:** Oh, right. Jeepers, I don't think I've seen that.

**Vicky:** That's because you pay no attention to what I do. I did that and I'm going to do more videos when I've got my hair sorted out. That is the caveat for that because I really have got an issue with my hair and it's looking stupid. Anyway. Here are the things that I don't do and that I have no intention of doing - and that's okay. Snapchat, I don't get it and I don't care. I've looked at other people on Snapchat and I still don't get it. Not going to do it. Instagram.

**Joe:** I don't get Instagram.

**Vicky:** No, it's pretty and all the rest of it. Pinterest I use for personal stuff because I've got different boards for doing the house up.

**Joe:** Decorating my house and sorting out the garden and all that kind of stuff.

**Vicky:** To be honest, Instagram and Pinterest, if you've got a visual business - if you're an artist, or a designer, or you're a clothes maker, then yes I think you could find it very useful. What I do is not really visual and I can't be bothered. If you're in the visual - a photographer or something--

**Joe:** Would that be the same for Instagram then?

**Vicky:** Yes, I think so. Don't assume that just because I'm not doing these things that they're not going to be good for you. I know people who've done

really well out of Instagram and Pinterest etc. It's just I don't know anything about them. Proper blogging - I'm not what you would call a blogger in the same way that CopyBlogger - and other famous ones whose names have disappeared out of my head! I don't do proper blogging, as in I don't specifically set out to write blogs usually. I normally repurpose my daily emails. But I am going to start with the proper blogging because I have got some things that I want to do. Not regularly but just for sales purposes really. Documentaries are another thing that people have started doing. TV series - like podcasts but videos. I don't fancy that at all, although it could be quite amusing.

**Joe:** I don't think so.

**Vicky:** Radio, I don't really do radio, I don't do radio advertising or anything like that (or TV) and I have no intention of doing it. At the moment - it might change. I've just written interviews on that list as well, I don't really know why. Let's just move swiftly on. Things I'm going to start doing over the next few months: writing a column for a newspaper or a magazine - that can be a very good way of getting your name out there and establishing yourself as an expert. That's been on my to-do list forever. I need to get my shit together and do it. Using Ezinearticles as a way of generating leads - online magazines. I could repurpose my daily email, top and tail it slightly differently and make it less overtly salesy, and then wang it out into the internet.

**Joe:** I like the way you were abstractly waving your arms in the air there. That was good. Describing the internet.

**Vicky:** That's kind of what the internet is though isn't it? Wave your arms--

**Joe:** I'm not sure the audience are really getting much out of the abstract arm waving to be honest. So hang on, Ezinearticles as a way of generating leads? Could you please use words to describe what you mean.

**Vicky:** Okay, basically just online articles. There are various portals online where you can upload articles and it's kind of SEO, which I don't want to encourage people to spend an awful lot of time on because you're far better with targeted advertising. But for the sake of half an hour a week, you might as well wang your article up on one of these portals and have it out there. Then

when people are searching for something that relates to that topic, they'll come across the article and your call to action is to sign up for your email list. Then you get them on your email list. Always your most wanted action should be to get people on your email list. First and foremost.

**Joe:** That's because your primary route to people is via daily emails. If your primary route for selling your fancy candles was Pinterest, then your primary route might be to get them onto Pinterest mightn't it?

**Vicky:** Nope. I am shaking my head there because there is a very simple reason - you don't own Pinterest and you can't control what goes on there. Pinterest could pull your account at any second and you would lose every single one of your followers that you spent all that time building up. I'm not saying don't send people to Pinterest and don't use Pinterest.

**Joe:** Or Facebook, or LinkedIn, or whatever.

**Vicky:** Or Facebook, or LinkedIn. But you don't own those platforms. Do not make it your primary means of selling because you could lose that platform at any time, and you don't control the dialogue. Also on Pinterest there's so much other stuff going on: "Oh that's a pretty picture of a hedge, I'm going to go and have a look at that. Oh there's a funny cat video on Youtube" and you've lost them, and you won't get them back. People forget instantly. That's why I always say, get people off whatever social media platform and onto your email list. Or, if you must, your blog - if it's hosted by you and you own it etc. Again, you've got your blog followers but even then you're risking it because you don't have any contact details for them. Does that make sense?

**Joe:** Yeah, okay.

**Vicky:** I'm glad you asked that because that's probably something we should talk about in more detail some time. We're like 25 minutes in, it's quite a long one. We should probably finish. You don't have to do all of the things, basically.

**Joe:** Particularly not today.

**Vicky:** Especially not today. Pick one thing, give it a try. If it works, carry on, then try something else. Don't do it all at once. That's what I'm saying. And listen to yourself. If you really don't want to do something, don't do it. Life is too short for that shit.

**Joe:** You won't enjoy it, you won't be good at it, you won't keep it up.

**Vicky:** Cool, okay so next week I've got written down - but it might not be because last week I said we were going to do something different this week and we didn't. Next week we may, or may not, talk about how you don't need ninja tricks to sell stuff in copywriting. All you need is a few fundamental principles. I'm going to talk about a few myths about copywriting and some other fun facts, and stuff and things.

**Joe:** Stuff and things. Sounds good.

**Vicky:** If you haven't bought my book already then go buy my book: *Business For Superheroes* ([www.businessforsuperheroes.com](http://www.businessforsuperheroes.com)) Or you can buy it on Kindle via Amazon, obviously. If you've got a Kindle copy and you send me an email with your receipt and your mailing address, I will add you to the *Business For Superheroes Club* and send you my free newsletter every month. And extra bits and pieces.

**Joe:** Awesome. And don't forget to tell us whether you want these podcasts turning into a book. We might have to record a few more first.

[Laughter]

**Vicky:** Yeah. This is podcast 25.

**Joe:** That is amazing.

**Vicky:** It's a quarter of a century old. In podcast years.

**Joe:** It's kind of not though, is it.

**Vicky:** Yeah it is.

**Joe:** It's half a year.

**Vicky:** It is half a year almost. Next week it'll be half a year.

**Joe:** I think we should have a drink next time.

**Vicky:** Yes, we should do this at home next time. Right, be good and if you can't be good, don't get caught. We will see you next week. Thanks Joe.

**Joe:** No worries. Have a good one! Bye

**Vicky:** Bye.

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