

Business For Superheroes Podcast Transcription: Episode Fifty Five: 5 Things You Can Do Right Now to Grow Your Business...



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 this is Joe.

Joe: Hello!

Vicky: What?

Joe: You sounded very - I don't know, middle class there. [With accent] Hello and welcome...

Vicky: I was trying to be less over the top because you say that I'm always--

Joe: No, go over the top it's better.

Vicky: Okay, hello! How's your Christmas been, dear listeners? Are you rolling around like a Christmas pudding because you're completely full of Christmas pudding - or, in my case, cheese.

Joe: We have eaten a lot of cheese. There has been much cheese. It's been nice.

Vicky: I actually feel a bit sick because I think I've had too much chocolate.

Joe: We really could do with just having some actual food, rather than pickles and cheese and ham, and things.

Vicky: However, we have got also all of the gin because we went to this amazing shop, didn't we?

Joe: In Dudley.

Vicky: In Dudley, and it's got a vaulted cellar downstairs. And in that vaulted cellar there are hundreds of gins.

Joe: I think that might be a slight exaggeration but there was much gin. And quite a lot of scotch.

Vicky: So we have gin today - cheers, Joe.

Joe: What are we drinking?

Vicky: We are drinking black rose gin, distilled in Scotland.

Joe: Black rose?

Vicky: No! Rock rose. Hang on, let me just open the-- Rock rose gin from Dunnet Bay distillers in Scotland.

Joe: Excellent.

Vicky: And it's proper smooth, we're drinking it neat aren't we?

Joe: Drinking it neat. It's that smooth.

Vicky: With rosemary in it. Is it nice, can you taste the rosemary? He's also making that noise because that's just come out of our kitchen, which is so cold that our washing up liquid was frozen. You'll have to talk Joe while I have a sip of gin.

Joe: Yes, our kitchen is in the shonky DIY extension attached to the back of our house, which is pretty much unheated and uninsulated, and rubbish. The whole back of the house is freezing.

Vicky: It really is.

Joe: We'll have to buy some more wood soon to burn.

Vicky: Yeah, crikey. We need to insulate our house. Right, this week we are -- It's New Year's Eve right now (not now)--

Joe: Okay, you just frightened me there.

Vicky: No, you haven't lost five days! It's New Year's eve when people are listening to this podcast. It might be the Friday night but it's probably Saturday. It's all about what you can do in 2017 to grow your business, because it's basically going to be 2017 tomorrow, people, which is fairly horrifying. So, I wanted to give the lovely listeners five things that they can do right now to grow their business.

Joe: Okay.

Vicky: This might end up being six things because I didn't really count when I bashed the notes out. Anyway, some things that you can do.

Joe: Some things that you can do.

Vicky: This is just going to be an overview because all of the people who have got a copy of my book and who are in my free Business For Superheroes Club, that get my newsletter every month, they will be getting a free gift from me in the middle of January. It'll be a CD and it'll be all of the details of things you can do right now to grow your business. It'll be a bunch of stuff to kickstart 2017 off for them.

Joe: Okay, cool.

Vicky: It is, it's basically the better part of an hour of awesomeness.

Joe: Slightly more prepared rambling than this.

Vicky: It's not rambling at all, it's actually a version of what my Inner Circle guys got for their teleclass. So, it's worth shit loads of money.

Joe: Actually worth stuff.

Vicky: Well, if they put it into practice it could be worth a complete fuck ton of money. But most people who are listening probably won't.

Joe: They'll probably just think we're nice and enjoy listening to us, which is fine.

Vicky: No it's not. I want them to get off their arses and do stuff.

Joe: They should do stuff.

Vicky: We're going to talk about that next week because next week is all about stopping saying you're going to do stuff, and actually doing stuff. Thing number one that people can do right now is to abandon the scarcity mindset (if in fact they are in the scarcity mindset).

Joe: So, tell me about the scarcity mindset.

Vicky: Okay, scarcity mindset is stuff like - and we all know people like this - when you hear people say stuff like, "I just can't seem to win", "I can't seem to get stuff done", "I can't seem to get ahead". Or they might say something like, "I guess I'm just destined to be poor", or they might say stuff like, "I wish I could afford that", or "This is good enough, I don't really want one of those posh houses, or this posh vacation" or whatever. Basically scarcity mindset is the belief that there will never be enough of whatever it is. So, never enough money, or food, or companionship, or --

Joe: Customers.

Vicky: Customers, yeah. Never enough customers - actually that's a really good one because you'll find among a lot of business owners - and I've found this when I've ventured into networking groups, I find that this is quite a

prevalent mindset: there's never enough customers and somehow you have to fight your competitors for customers. Which is just such utter nonsense because there's more than enough business to go around to everybody. More than enough. I've found that when you collaborate with people - even your so-called competitors, you get on better. Not you get on better as in you don't fight with each other but you do better.

Joe: You make progress, find more customers, things go well.

Vicky: Yeah because I refer an awful lot of copywriting clients to people who are technically, I suppose, my competitors, because I can't possibly write for everybody myself, and I wouldn't want to. Just the other day I made a start on a project for a new client, decided that they totally weren't my cup of tea, because it was woobollocks bullshit, and passed it onto somebody who is slightly more tolerant than I am. That was the better part of a thousand pounds that I passed.

Joe: Passed on to someone else.

Vicky: So scarcity mindset--

Joe: What's damaging about a scarcity mindset and why do we not do that?

Vicky: Well because when you've got the scarcity mindset everything that you do and everything that you think comes from a place of lack, a place of panic and scrabbling around. Instead of believing that you've got enough and that there's plenty to go around, and that there will be enough and that things can get better if you make them better, what you tend to do is cling to everything that you have right now for fear of not having enough. You end up grasping at stuff.

Joe: So you sell yourself cheap and you stop investing in your business. You stop spending your turnover.

Vicky: Exactly and it can be something as small as not leaving a tip, or under tipping in a restaurant because you want to make your bill as small as possible. To, "Oh I can't afford to give that homeless person £1" even though you've got a pound rattling around in your pocket. All the way up to, like you just said, not

investing in your business because you're afraid to lose money. Or not investing in your marketing because you're afraid to lose money. When you have a scarcity mindset, all of your decision making is based on the nonsense idea that there isn't anything else coming, or that you can't make any more money - which is just complete bullshit because you can always make more money. The one thing you can't make more of is time, so it always baffles me when people value their money more than they value their time. That's easy for me to say, I guess, because I have enough money. When you don't have any money at all-- I'm not saying that money isn't important--

Joe: Do you actually have enough money or are you just choosing to be in a non scarcity mindset?

Vicky: Well, we're paying all the bills. I don't want to dismiss people's genuine money worries because I know that there are people out there who are genuinely worried about money.

Joe: Yeah, we're not suggesting you fake your accounts and go wild.

Vicky: No, absolutely not. But we have haven't we? Been in a position, when I first started my business we were genuinely struggling. We loaded up the credit card, we were paying bills out of the credit card basically because that's the way it is. If I had just seen things from a scarcity point of view, I would not be where I am now.

Joe: We'd still be there.

Vicky: Yeah. we would still be there because I would have carried on scrabbling around for whatever clients I could get and lowering my prices when they demanded it. You know?

Joe: Doing deals and discounts, being grateful for somebody throwing you some crumbs.

Vicky: Yeah. the point about scarcity mindset is that it's a hamster wheel of misery, I think. Money is not the most important thing in the world - unless you haven't got any money at all and you literally can't feed yourself, at which point it becomes the most important thing in the world. But I've met people

who've had less than nothing and they still don't have that scarcity mindset because they have this belief that you can always make more money. You can. It's just sometimes you need a hand up. One of the other ways that scarcity mindset manifests itself, I've found, is in socialism.

Joe: [Laughs]

Vicky: Well, no because it is true though. Have you ever noticed that the people that you hear talking about the redistribution of wealth are - and this is not always true, this is a generalisation. I am not saying this is always true--

Joe: Brace yourselves, listeners.

Vicky: But I don't feel I should add a caveat actually because I think that the NHS is a wonderful thing, and I think that our welfare system is a wonderful safety net, and it's very important. I think it's a fantastic thing for our country to have but I've noticed that quite a lot of the people who talk about the redistribution of wealth and isn't socialism a wonderful thing, a Jeremy Corbyn isn't he a wonderful person who's certainly not going to drive us into national poverty. They talk about this redistribution of wealth, but they tend to be quite bitter about the fact that they're not as successful as they would like to be, whatever they measure that success by. Also, this redistribution of wealth idea is a great idea, as long as it's somebody else's fucking wealth!

Joe: Okay?

Vicky: Have you not noticed that thought?

Joe: I'm trying to stay likeable to the listeners!

Vicky: Are you? Why?!

Joe: That's the problem with socialism, isn't it? Sooner or later you run out of other people's money.

Vicky: Exactly.

Joe: Who said that?

Vicky: I think that might have been Maggie. I think you might have just quoted Maggie Thatcher.

Joe: Really? Jesus.

Vicky: Yeah, I just want to point out that we are completely not Thatcherite Tories. I'm like the most capitalist you will probably ever meet. But I genuinely don't think that socialism is a good idea. It's been proven to not work and it's been proven to not work, very badly in any number of situations. I am absolutely not against a hand up - and there's a difference between a hand up and a hand out. I think that people with a scarcity mindset are all about hand outs, and people without a scarcity mindset are all about the hand up. That's what I think that our NHS and our social welfare systems should be all about. It should be about giving people a hand out of a hole and giving them the means to sort themselves out. With education, all that sort of thing, foodbanks--

Joe: I don't think many people would argue with that.

Vicky: I don't think so either.

Joe: Apart from socialists.

Vicky: Well, they can knob off frankly. I'll get letters from socialists now who are going to try and pain me as this evil, capitalist bitch and the thing about that type of person - who will immediately jump on people like me - is that they don't know what we're doing behind the scenes, from a social welfare point of view, because we don't shout about it. And I'm certainly not going to fucking do so now. That was my little--

Joe: Okay, scarcity mindset, bad idea folks.

Vicky: Bad idea, yeah. If you're thinking--

Joe: There is plenty of work.

Vicky: There is always more money to be made. If you're willing to go out there and make it. That goes even for people who have less than nothing. I've seen them do it. Get rid of the scarcity mindset because also it puts all the power and decision making into somebody else's hands as well. If you're of the belief that there isn't enough to go around, that you don't have enough and that you're never going to have enough and that it's always going to be this way, you are on this hamster wheel of misery and all of your power is outside of you.

Joe: All of your urgency is left.

Vicky: Yeah, with somebody else. That's a really shit way to be. You want to take control of your own destiny really. I don't believe in destiny but you know what I mean. Take control of your own future. Okay, so get rid of that. And when you've got rid of that, you can position yourself properly because you can stop selling to anybody who comes along and has a credit card that works. The one thing that you really don't want to be doing is answering the "Who's your ideal customer?" question with, "Anybody with a credit card".

Joe: Yeah, price buyers are a pain in the arse aren't they? Don't be at the bottom of the market, be at the top.

Vicky: Yeah, also Donald Trump has a credit card. Do you really want to be selling to the next Hitler? Have I just lost the [indistinct and laughter] What?

Joe: Nothing, you should probably have more gin.

Vicky: Joe is repeatedly facepalming here.

Joe: So, you just drove off half of the UK audience and half of the US audience.

Vicky: That's okay, I'm not appealing to everybody, and nor should you be listener.

Joe: So we're back down to Veggard are we? Hi Veggard!

Vicky: No, Veggard is rabidly anti-socialist.

Joe: No, that's it. He's the only one who's left now.

Vicky: Oh okay, yeah probably. So, positioning. Once you've pulled yourself up out of the hamster wheel of scarcity misery, you can decide who you want to sell to basically. Which is really important because do you want to be selling to just anybody who's got some cash? That's insane because a lot of them are going to be horrible customers for you. I would like you to do your avatar exercise right now - well, not you although you should as well actually because your company could definitely do with some of that. Do you avatar exercise because even if you've done it before, this is not a one time thing, it's an ongoing process. You change.

Joe: So for the listener who doesn't know what the avatar exercise is.

Vicky: Tell 'em.

Joe: Okay. So, the avatar exercise is where you systematically work out who your ideal customer is, who you want to be doing business with, and you want to know everything about them. You want to know who they are, how educated they are, where they work, how much money they earn, you want to know what they believe in, what they think, how they feel. It might be how many children they have and where they shop, and the sort of things they do for a living, and everything. You want to know absolutely everything you can about them and the purpose of doing that is that it allows you to point your marketing specifically at their wants, and needs, and pains and frustrations.

Vicky: Yeah, and that's the most important bit. I was just about to jump in and be like, "Yeah all that demographic stuff is really important", but it's the psychographics that's really going to make you money.

Joe: You need to know what frightens your ideal customer, what turns them on, what gets them out of bed in the morning, what motivates them to do stuff.

Vicky: What they find funny, what they're interested in. their politics.

Joe: And then you can crack in and the things that you are marketing you can market specifically to these people, instead of everybody with some money, which is rubbish.

Vicky: So you're like nano-casting rather than broadcasting.

Joe: And if nothing else, it helps you use social tools very effectively because you can then say, "I don't want..." whatever it is that you don't want. You can target it at the people you do want.

Vicky: And Joe was facepalming a few minutes ago but that's part of the reason that I throw these political commentaries into this stuff because that's part of me targeting the people that I want to work with.

Joe: We've got rid of the woo people. So far this podcast we've offended the woo-ists.

Vicky: The thing is though, I'm not setting out to offend anybody. If somebody chooses to be offended by what I've said, that's entirely their--

Joe: That's true. Okay, so the woo-ists are not your customer.

Vicky: No, they're not.

Joe: Hand-wringing socialists aren't yours either.

Vicky: But people who care, are. I am interested in people who care, in people who are interested in helping people out and giving people a hand, and paying forward, and sending the elevator back down - however you want to talk about it. That's what we're saying. Push away the people that you don't want to do business with and pull towards you the people who you do.

Joe: Okay, so that's the avatar exercise. There's got to be some worksheet somewhere that you can get your hands on if you need to.

Vicky: Oh, I'm sure there is somewhere.

Joe: Marketing avatar exercise.

Vicky: So yeah, it's not a one time thing, it's an ongoing process.

Joe: Yes because your customers will change, your thoughts will change--

Vicky: If you're offering a new product or service you need to do it again because it's not going to be exactly the same thing for exactly the same people. Or for the same reasons. The other thing is, an avatar exercise will also help you identify which aspects of a person you want to target, depending on what you're offering them. It might be the same person but you're going to want to appeal to different sides of that person. Does that make sense?

Joe: Sure. If you're targeting cars to family owners - do you own a family? Child owners.

Vicky: You don't own a child either.

Joe: Well, you know. Breeders, let's call them breeders.

Vicky: No! [Laughs]

Joe: Then your marketing will be pointed at that person differently - it's the gin, gin's great.

Vicky: Gin makes Joe fighty.

Joe: Your marketing will be written and targeted differently than if you were targeting to the exact same person but you were selling something else.

Vicky: And also remember - this is really important as well for your positioning - people will treat you how you allow them to treat you. A lot of people will put up with an awful lot of shit from really awful clients, and my answer to that is, "Why do you do that?" because the second you let somebody get away with being rude, or unpleasant, or delaying payment, or asking for a discount, they will keep on doing it. Once they've done it once, they know that that's acceptable to you. You might think that sounds really harsh - and this is not the same as victim blaming by the way, this is a completely different thing. If you accept that kind of behaviour from people, that is what you will get from them. Bear that in mind when you're thinking about your positioning. Pricing - that leads neatly onto pricing. I would like you to choose whether or not you're going to be Harrods or Primark - or somewhere in the middle, like John

Lewis. Because I would like you to consider this question, “Do you really think that stuff from Harrods is objectively better than stuff from John Lewis?” “Is a Rolex objectively better than a very well made but nameless watch?”

Joe: Only in its resale value probably.

Vicky: That’s what I’m saying, objectively.

Joe: No, probably not.

Vicky: No. Is this watch itself better? Probably not.

Joe: I don’t know, I don’t own either.

Vicky: If you’re buying bed linen from Harrods it would cost hundreds of pounds. If you were buying bed linen from John Lewis it might cost £150. It’s not objectively-- it’s the same thread count etc. it’s not objectively any better, it’s just that the one from Harrods is from Harrods, and that’s why it costs more. People do not buy stuff from Harrods on price, I can promise you that.

Joe: No, that’s true.

Vicky: They buy it because it’s from Harrods. It’s not necessarily better - it probably isn’t better at all - however it all is better than Primark because Primark stuff is complete shit. It is. Everything that I have ever bought from Primark, which is not many things because it’s a horrifying place -I got elbowed in the head in Primark.

Joe: Did you?

Vicky: Yeah, anyway, the thing that I bought, I washed it and then it fell to bits. Literally one wash, fell to bits. Bye Primark customers! No, the thing is though, you can choose whether you want to be Harrods, or John Lewis, or Primark, or whatever because nobody is going to give you permission to charge more. That’s up to you. Follow up with people is idea number four that you can do right now to make more money. Again, marketing is a process not an event. Something like 68% of business is lost due to apathy because people don’t follow up with their current customers. This is another thing, there’s this focus

on getting new customers all the time, BT are terrible for this. All of the money that you're going to make, the vast majority of it is in your current customers - people who have already not only stuck their hand up and said they like you, but have stuck their hands in their pockets and said, "I like you enough to give you money". If you're not following up with these people then you're daft, frankly. So follow up with people. You can do that at very low cost - pick up the phone and ring them.

And finally, invest in yourself and your business.

Joe: Invest in yourself and your business.

Vicky: Yeah because marketing doesn't have to cost very much money, or anything at all, and in fact, that is what January's Inner Circle newsletter is all about - how to do marketing when you've got big ideas and a tiny budget.

Joe: When does that go to print?

Vicky: It goes to print on the 1st January - so that's tomorrow. But if people join, I will send them--

Joe: You'll give them January.

Vicky: I'll give them January as a gift because it's New Year. That will be all about how to do amazing marketing without spending very much, which will certainly be worth the investment of joining the Inner Circle.

Joe: But whether or not you join the Inner Circle, you should invest in your personal and professional development. You should learn, you should read books, you should go on training courses, you should spend time thinking about what you want your business to be, what direction it should go in, what your strategy is, how you're going to achieve it. Spend time on yourself and your business.

Vicky: Yeah and make the effort to surround yourself with people who are a few steps ahead of you, who are doing what you would like to be doing. Do your due diligence as well because much as I would love you to join my Inner Circle and buy my products and training courses etc. But what I would rather

you do is do something to better yourself and to improve yourself. Don't just assume that the person who is talking to you has all the answers. I don't have all the answers.

Joe: No, you have some.

Vicky: I have some of the answers and I know what works for me, and I know what's working for my private clients and for the people in my Inner Circle. But I certainly don't claim that that's the only answer, the only way.

Joe: For sure, there are other models that would work.

Vicky: Yeah. Check as well, you know all of these people who pose with their brand new flashy cars, check that they're not actually living in their mum's basement. You can take me as an example, we've just bought our dream cottage in the country, something that I've wanted to do since I was a little girl, and something that we've wanted to do since we met. So that is objective proof that I'm not just bullshitting you here. I know how this stuff works. I'm not claiming by any means, by any stretch of the imagination to be rich in bank account terms.

Joe: But we are moving in the right direction, we are getting things done that we need to do.

Vicky: Yeah and we are rich in other ways. Invest in yourself, make the effort to learn more about what it is that you do - the things that you do. And also how to run a business sensibly.

Joe: Yes, just learning how to run a business.

Vicky: So we've just given you five things that you can start doing right now to grow your business in 2017, and they don't have to cost you much at all (if anything).

Joe: Bit of time, bit of thinking.

Vicky: And investment means you're going to get back more than you put in, and if you put in--

Joe: If you invest wisely.

Vicky: If you invest wisely, yeah.

Joe: If you buy a big bag of magic beans off somebody, that's not going to work.

Vicky: Yes, don't do that. Don't buy magic beans. They're never magic and they give you wind. No magic beans.

Joe: No magic beans. Invest wisely.

Vicky: And remember, if you have my book and you're on the Business For Superheroes gazette list, you will get this Five Things You Can Start Doing Right Now To Grow Your Business in 2017 CD, with the better part of an hour's worth of stuff that could make you a shitload of money if you do it. You will get that for free. If you are not on that list, I would suggest that you get on that list by getting a copy of my book - you can go to www.businessforsuperheroes.com Or if you have a Kindle version of my book, drop me an email with proof of purchase and I will add you to the club, and you will get a free newsletter every month with useful shizzle in it.

Joe: Useful shit.

Vicky: Useful shit. Next week we'll be talking about how you can stop making promises and get on with it.

Joe: Habit forming stuff. How to manage and develop your habits.

Vicky: Yeah, which is absolutely fascinating. Get yourself a copy of my book if you haven't already, get yourself on that list and I will send you a free gift, which could be worth tons of money to you if you actually do stuff.

Joe: None of this works if you don't actually do it.

Vicky: Yeah. And all that's left to say is Happy New Year!

Joe: Yeah, have a really lovely New Year and I hope 2017 is better than 2016.

Vicky: Make it better.

Joe: Make it better. Force it to be better. Wrangle it until it is.

Vicky: Make it your best year yet. Bye!

Joe: Bye!

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