

Jay Baer

Announcer: Welcome to the Eventual Millionaire podcast – with your host, Jaime Tardy. Real talk and real advice from real millionaires, with a sharp focus on you – the Eventual Millionaire.

Jaime: Welcome to Eventual Millionaire. I'm Jaime Tardy and I'm so excited to have my friend Jay Baer back on the show. He runs ConvinceAndConvert.com and he also came out with another new podcast called Jay Today, which you can see in the background. He is awesome. Thanks so much for coming on the show today.

Jay: My pleasure, Jaime. I should also tell people that we built a brand new website called MarketngPodcast.com which is the first ever search engine for marketing podcasts including this very show that you are listening to or watching right now. Eventual Millionaire is one of the best rated shows on the entire MarketingPodcast.com ecosystem so go check it out.

Jaime: Really? Cool! I love that site, by the way, because it is really hard to go through iTunes and find things.

Jay: It's a hot mess; it's ridiculous. Seriously! There is no master plan – everything I do is a five year plan but I was so pissed because I was trying to find other marketing podcasts and I went to iTunes and it's ridiculous how bad it is so I thought 'Well, surely somebody has addressed this problem,' so I did a couple of Google searches – nothing. There are a couple of blog posts that people have written, like 'Here's my favorite marketing podcast,' but nothing definitive and I'm like 'This is crazy! It's 2014 (at the time)! How is this not a thing yet?' And so I just sat down with my guys and said 'Look, let's just build this.' Of course it ended up being way harder than we thought, because there are all kinds of APIs and algorithms and craziness but it turned out great – it's Google for marketing podcasts and we're really happy with it.

Jaime: That's amazing. Did you do it for an ROI in the end or just to solve your own problem because you were annoyed?

Jay: This is why I need you as my life coach, Jaime, because almost everything else I do, I say 'Okay, how do we make money off of this?' and work backwards on it but for this I was so frustrated I was like 'You know what? We'll figure it out later,' and we will, we have some sponsors and we love them – ProofHQ and some other folks are great sponsors of the site – but it was one of the few things I've done that was kind of a satellite moon out here that isn't really part of the overall ecosystem but sometimes those projects are fun because you get excited about it, 'Let's go and do it!', and it's not part of the master plan.

Jaime: That's awesome. You have to have a little wiggle room, though, right?

Jay: That's right.

Jaime: Thank you for the people who actually need it – because that's the thing, if it's something that doesn't necessarily get a lot of ROI at the moment, that's probably why it wasn't created before and that's what makes it so frustrating. iTunes should have got their act together but since they didn't, thank you for creating that.

Jay: They don't care.

Jaime: I want to talk about that for a second – because you've launched a bunch of podcasts and I don't want this to be podcasts all the time because I have plans for other things we're going to talk about but tell me where you see the landscape right now. You have three different podcasts – how much traffic is it giving you? Is it what everyone thinks it is? Because it's the hottest craze right now.

Jay: Isn't it, though? It's so crazy. Part of it makes sense – and we talked about this a lot in the launch of MarketingPodcast.com – that, for business people, podcasts make a ton of sense because podcasts are the only way you can learn whilst also doing something else. You can't really run and read a blog post, you can't really mow the lawn and look at an infographic or whatever, but with podcasts you really can. It's a very efficient way of learning, which is one of the reasons why podcasts can be successful, but there's a huge bubble now around podcasts and it seems like there's a new one every day – in fact we get around 40-50 requests every week to add new podcasts to the database, which is a hell of a lot of marketing podcasts. We've got Social Pros, which is my show I've been doing for four years now, which is by far the biggest and it's for social media managers, we have Content Pros, which we recently launched, which we produced but I don't host, and then Jay Today which is my daily video show. We've got four more that we're working on now in different topics so we're excited about it, long term. I think we've got a nice opportunity because we have a platform and a way to launch shows and we've got a whole team and we know how to do it but there are a lot of folks out there who are like 'Let's just put on a show in the barn' and I think that podcast can be effective but, like everything else, you've got to find an audience. As I told somebody the other day, there are more people listening to podcasts than ever. New listeners are created every day, I believe that to be true, but not that many, not by the millions, so you have to understand, if you're going to start a podcast today, you have to understand and be really clear about whose audience you are stealing, because that's where your listeners are going to come from – taking somebody else's listeners away. That may sound harsh but that's the reality of it. I've talked to a lot of people recently who say 'Jay, I want to start a show!' Okay – get out a piece of paper and write this down: whose audience are you stealing? Because if you don't understand that, you're going to have a fundamental problem with audience acquisition.

Jaime: I'm so thankful you said that, by the way, because I think that's the thing that's really interesting – I hear people coming to me all of the time, saying 'I want to start a podcast,' and that's great but there are already the top 1% podcasts out there that get most of the traffic or the downloads right now – are you trying to trump them or are you just going to be one of the sad little ones? I hear people's download numbers all the time and if they're not trying to go big or go home they're just doing a lot for not a lot of return. That's why I was asking you, if you're starting this many shows you must be seeing a lot of return.

Jay: Yes and no. Certainly on the ones we've been doing for a long time, yes, we've got it figured out. On the newer shows it's a little different because we have so many other media properties at Convince and Convert – we've got the blog, we've got a daily e-mail, we've got events and webinars and so, for us, the podcasts are part of a media inventory. Yes, we have podcasts, but we're not a podcasting company; podcasts are part of that whole circle, so we can cross-monetize and cross-pollinate those properties in ways that maybe people who just do podcasts can't or don't want to. When we have sponsors – we have, I think, 15 sponsors not, this year, across all of our different

properties – usually people are part of the podcast and the blog or the e-mail and the podcast or the blog and the e-mail and the webinar, or whatever. There are multiple assets in each of those sponsorship packages and I think that is maybe a little different for us compared to other people but for us it really works. The podcast doesn't have to be an enormous hit for it to make sense for us, it just has to be a hit.

Jaime: That leads me perfectly into the next question – the thing is that, especially with people who don't have a team as big as yours – they can't do every single thing. I was looking at your site, checking it out and a lot of people don't know exactly what to do first, there are so many pieces and parts to social media it's absolutely ridiculous. I have two employees on my team and one specifically does online digital marketing and it's still kind of crazy. So what would you take someone through an audit, what they're doing now, what's working, what's not working, what they should add in that will make a huge difference in their business?

Jay: I think the first thing is to understand – and this may sound hopelessly basic but it's not because I see people violate this principle all the time – to really have a super clear understanding of what social media is supposed to be doing for you. So what's the point of this exercise? The goal is not to be good at social media – it's not – the goal is to be good at business because of social media and those are not the same things. So what are you trying to do? Are you trying to generate podcast downloads? That's totally a thing, a viable use of social media. Are you trying to get people to come to a website or a landing page or an ecommerce opportunity? Are you just trying to 'engage' with people? I don't know if that necessarily pays the bills. Are you using social media as a customer service vehicle for other things that you have? Are you trying to sell a book? Are you trying to get a book published? There's a lot of different reasons to be involved with social media but I think a lot of people just do it because they think they have to and it's part of the branding package. It is, but you really have to say 'If I didn't do social media at all, what would be the impact on my business?' So flip the script – instead of saying 'How much social media can I do and where can I do it?' think about what if you didn't do any of it. Probably you wouldn't have that big of a difference in your business. We have a very large blog – we reach millions of people a year – but social media, despite being super active there, generates less than 20% of our traffic, still – we're six and a half years into it. That's not to say that we want to lose that 20% but you've got to keep it in perspective. That's the number one thing I would advise people to do and audit is really understand the business level rationale and then you can get into the operations side.

Jaime: I agree 1,000%. I remember when it was just me or just me and a part time employee and I specifically said we needed to cut back on Twitter and Facebook because I didn't have enough time and it wasn't that great and when I wasn't able to put the top 1% that I really wanted to put out there, what the heck is the point? I looked at my numbers and it wasn't like a ton of traffic was coming to the site, it wasn't driving that many more podcasts, it wasn't driving that much revenue so we pulled back and now we're getting back to pushing a lot more. I have people who will do it and it's much easier when people do it for you than when you do it yourself but, still, 20% is not a lot, especially for a smaller business. Thankfully you have huge numbers, it makes a huge percent, but can we tell people to not do it?

Jay: No, I'm not suggesting that you don't do it, but you can social media yourself crazy. It takes a lot of time, especially now – and this may get a little too technical but I just want to mention it because

it is important – to be good at social now is much more of a visual game than it is a written game. Facebook is powered by photos and videos, Twitter is increasingly powered by photo and videos, Google+ is powered by photos and videos, Instagram – photos and videos, Pinterest – photos and videos, Vine – photos and videos. The only place where you can maybe get by with just writing is LinkedIn. That now creates a circumstance where you have to not only have different skillsets on your team, not just good writers and community managers who are good with people, but also people who are pretty good at graphic design and have a visual eye and it increases your production time for everything. We publish two blog posts a day on Convince and Convert, so ten posts a week, and for every post we have to make multiple graphics for different sizes and a Facebook graphic and Twitter graphic and a LinkedIn graphic and a Google+ graphic and a graphic for the blog post itself. Yes, we've got templates and we use Canva.com, which maybe people are probably familiar with and I love, so we've got a lot of shortcuts and a smart team but it's still a ton of work every day just to promote our own blog posts and so you've got to really understand, okay, maybe we shouldn't be doing all of this, at least at first, because it can get really overwhelming. Maybe you should just try to be great at something – be great at Instagram or be great at Snap Chat or be great at Pinterest and then, once you're great there, then try to move horizontally and get great at something else. I think one of the challenges that people have is that they try to colonize everything at once, which is really, really hard and also really frustrating because you're not going to be great at everything at one time so you get kind of bummed out. so I think that's the best way to go – find the platform that you're disproportionately good at and, frankly, that you disproportionately love, because if you don't love social media, you suck at social media, period.

Jaime: Like 'Aw, I have to update my Twitter status again. Okay...' It's funny, you look at my numbers – Twitter, I think I have almost 20,000 followers, but on Facebook it's 6-7,000. Don't get me wrong, I like Facebook tool, but I'm on Twitter all the time so it is funny that it follows. The other thing, about the images, that you said – we got a way better graphic designer and our engagement went up for everything because they're awesome, comparatively, which is amazing because it never used to be about images.

Jay: No, it wasn't at all. All of the rules changed within a year. That's exciting and interesting but there is a real difference – you've got to look for different skillsets on your team. We work with a company sometimes called Cloud Peeps. Do you know those guys?

Jaime: No.

Jay: CloudPeeps.com. They're based in New York and they take people who are really great social media community managers, many of whom have worked for big brands and now they just do it freelance. So if you need somebody 10 hours a week, 20 hours a week to do this kind of stuff and be really good at it but you don't want a full time employee they're like a clearing house for social media managers. I'm an investor in that company, actually, and I really like what they're doing and increasingly Cloud Peeps have to find people who have that visual eye, not just a great writer who can chat with people on Facebook.

Jaime: That's amazing. We're talking along two different lines – one is social, getting things out there, but you also talk a lot about content strategy, which I really want to dive into. They're separate but similar. I'm assuming we need to have both in order to have a good strategy. Give us some tips on content strategy.

Jay: You know what's funny about that? When you go to a content marketing conference they say 'Well content marketing is here and social media is below that.' Content marketing is the parent and social media is the child and when you go to a social media conference they say social media is the parent and content marketing is the child. It's so funny, it just depends on your perspective, but yes, of course, we're hugely involved in content marketing, we do a lot of strategic planning for big brands at the company and my most recent book is about content and that kind of stuff. The thing about content is that I believe the very best content is content that isn't about you at all, that when you're thinking about a content strategy, just think about what do people who are connected to me or this company or this brand really need? What do they really want? Usually, frankly, that's not whatever it is that you're selling; it's something adjacent to that, so try to give them that and when you give them those valuable things then they're like 'Oh, well thank you very much for this piece of awesome information or tool or podcast. Maybe I should also support that individual or that company with my dollars.' The same thing is true with what you're doing – Eventual Millionaire, the podcast, is a free gift from you on a regular basis to all of these people and some of those people are so delighted with that free gift that they end up working with you one-on-one to make themselves millionaires and the same thing with the book and everything else. It's a very, very wise content strategy but most people, when you say 'content', what they end up doing is basically creating a new-fangled brochure, just saying 'Here are our features and benefits and bullet points. Now let's do that as an infographic.' It's still a brochure – it's just an infographic brochure.

Jaime: What I want to know too is how do you stand out in all of that? Now, especially compared to years ago, everybody is hopping on the content game. I was chatting with a new client the other day and she has 383,000 people on her Facebook page and I was like 'Man, that's a lot. What did you do?' and she said 'I put this random picture of my daughter's cake,' because she's got a food website, home cooking meals, 'And then I wrote some information and stuff like that, it wasn't anything crazy but I got shared thousands and thousands and thousands of times,' which is crazy. A regular old cake! So why does something like that work and, of course, why can't we predict this and how do we try to implement that stuff and actually stand out from everybody else, even if it's not always that that does it?

Jay: I think that's a great example – the things that are under produced are the things that really work well. We try to really polish and perfect our content – this is going to be the best possible photo and the best possible video – and sometimes it's just not worth the effort. The things that are from the heart are the things that really resonate with people. usually it's things that create an emotion or things that are massively useful, which is the kind of work that I typically get involved in and advise on – things that are a utility, content that is so useful that you would actually pay for it if you were asked to pay for it – and there's lots of great example of that, in many cases websites or eBooks or mobile apps or other ways to convey that content. I find that the emotional content, the things that get you to smile or laugh or cry, are usually shorter form – it might be a Facebook photo or a quick video or something like that. The things that are more useful, that you like because they make you smarter or better, are usually longer form – it might be a mobile app or a website or a microsite or a website or an eBook or a webinar or Marie Forleo's B-School or whatever. Those are the kinds of things that are massively useful that win because they are so useful. The things that win because they are so fraught with emotion are usually shorter, in my estimation and in my experience.

Jaime: Let's dive into that a little bit because the standing out thing, to me, makes a big difference. You mentioned Marie Forleo's B-School and you see her doing huge launches and you see all of these people underneath her going 'I want to be like her! I want to be the next Marie Forleo!' or the next Tony Robbins. Can we do that now? She's been doing this for a really long time so when someone has built up this huge brand how does somebody smaller try to not even trump but even get close to something like that?

Jay: That's such a great question. Mark Schafer, who you probably know, is a very smart social media and content marketing strategy guy and author and consultant. He's working on a new book and he interviewed me recently and asked me that question and it was essentially 'Hey, can anybody get to the point where they're like her? Can anybody get to the point where, if they work hard enough and they're consistent and they follow the best practices, can they be an online personality to the degree that people will share their stuff without thinking twice about it?' Is it nature or nurture? Is it essentially the question and what I told him is the same thing that I will tell you, which is that you can get really good at this just by following advice – following your advice, following my advice, following Marie's advice, following Mark's advice – but that last mile between being good and being great is not necessarily teachable. At some point there is talent involved here and we never want to admit that, we never want to talk about that, but there's a reason why Gary Vaynerchuk is Gary Vaynerchuk and all the people who follow Gary aren't Gary – there's a reason for that. What I think people miss all the time when they're really trying to build their business is they're saying 'Let me be like Marie,' instead of saying 'Okay, what subsection of that or sub community or sub culture could I be a person who really is the most interesting, the most relevant, the most insightful, the most knowledgeable? And let me dominate that niche.' That exists – you have to find a place where, whatever your thing is, whatever your style is, that that's the thing that people value the most. As I've told people a million times – if you want to be a great blogger, the only way that you can be a great blogger is to set it up so that, for some people, your blog is their favorite blog in the whole world. If your blog is nobody's favorite blog in the whole world, you are dead. You will never be more than good. You can be good but you will never be great because it's not good enough. Your question strikes at the heart – how does anybody succeed when everybody is creating content? You know how they succeed? By being relevant, by being super, super awesome for this piece of the market. It's long tail – that's what we've got to go for, long tail thinking.

Jaime: How do we do that? Especially for somebody coming in. It took me a really long time doing this before I was like 'Actually, I have some talent on some things.' At the beginning I was horrible and then you learn and you start to pull pieces and parts of what your strengths and weaknesses are – some people just have to get into the market to figure that out. But how do you find those niches that you could stand out in, especially if you don't have the experience in doing it already?

Jay: I think it's really almost an audit and analysis. It's a combination of these things – write down the things that you're passionate about, really passionate about. What are the things that you would do without getting paid? Write down the things that you're really good at, and then look at who else is trying to do those things and where are there gaps, where are there holes, and exploit those gaps. It's the same reason why you don't have a Starbucks next to a Peet's Coffee – because they already have that corner. Instead of trying to be the next Marie, figure out what you can be and do some analysis of that. What I find is that people don't do that process, they don't – they don't look inside and figure out what, truly, they are disproportionately great at and what they are disproportionately

passionate about and they definitely don't look outside and say 'What is my competition?', whether it's podcasting or blogging or anything else, and 'How can I do it different or better than them?' They just don't study. A lot of people, every year, create the three words for the year – I think Chris Brogan is the one who initiated that concept – and one of the three words for me and my company this year is study, which is to look at the people who are our competition and reverse engineer everything they're doing and say 'Okay, should we either do that or do it different or do it better?' and every single day we're studying and studying and studying and most people don't want to do that. You know why? Because it's hard and it's not fun.

Jaime: It's funny because we do SWOT analysis – Strengths, Weaknesses, Opportunities and Threats – it's a very basic thing. Nobody likes doing them, they're a pain in the butt.

Jay: It sucks.

Jaime: Exactly. Go and figure out your competition so you can figure out what your key differentiator is because that matters so much – even more now. I've had people come to me and say 'My personality is different,' and that is not all, you need way more than that nowadays. No offence to you – you might be the best personality ever – but that is not enough anymore and it needs to have so many other pieces and parts. The hard thing is, I think, that a lot of people are getting told 'Start a podcast and you'll be fine. Do this and it will be fine. Your personality is different, you don't necessarily need to go through all of this research and study.' Do you have any tips for somebody to a) bite the bullet and do it and b) the best way that we can do it, instead of just randomly looking up stuff?

Jay: I think there are two pieces to that. One is – and Gary has talked about this too – that they don't give themselves enough time. I'm 45 years old and it took me 40 years to figure out what I'm really good at. It took me 40 years to figure that out. Convince and Convert is six and a half years old as a company. This is the fifth company I've started like this company, so it's not like I spent a month as a blogger and said 'Oh, this is what I'm better at!' or I podcasted for eight episodes and got it figured out – I've done 160 episodes of Social Pros. I think that's the biggest challenge, is that people don't give themselves enough time. The second issue is that they're not methodical enough about it, they just randomly try some stuff, instead of saying 'Let's treat this like an A/B test – what if I took an approach that was very factual and did that for a month and then I took an approach that was very emotional and did that for a month? What if I did long blog posts and then short blogs? What if I did case study blog posts and then video blog posts?' Do you know why Convince and Convert is about social media, why we write about social media? When I first started this company, six and a half years ago – I don't think I've ever told anyone this story, it's an Eventual Millionaire exclusive – the reason the company is called Convince and Convert is that, when I started this firm, the original idea is that I was going to do conversion rate optimization consulting, because I did a lot of that in my previous company – so A/B testing, multivariate testing, conversion rate, all of that stuff – that's why it's called Convince and Convert. I was writing a blog post about that and also writing a blogpost about e-mail, which I've done a lot of work in, and also writing blog posts occasionally about social media. It turned out that, every time I wrote about social media, I got ten times more clicks than when I wrote about anything else so I was like 'Okay, there's your answer.' So the site became about social media and the rest is history.

Jaime: That's insane. So you just listened to what your people actually wanted and gave it to them?

Jay: Ta-da!

Jaime: Most people don't do that, though.

Jay: This is where I drop the mic. If you're watching this video – this is where I metaphorically drop the mic.

Jaime: Walk away, we're done. I think that's huge – so many people don't do that, especially the time thing. I've been online for five years now and I just now, finally, feel like I get it, which is so sad. It takes a really long time, it's like a college education, right?

Jay: It is, at least. Think about it – think about how many people go to college and then think about how many people are actually really good at this, who can really make money at it. There's a lot more people in college than are online celebrity millionaires. It's like being in the NFL – you could be really good at football and not be in the NFL, that doesn't mean you shouldn't try. Your audience will tell you what you want if you listen to them but it takes a while to figure that out, it really does, especially when you're new because you don't have enough data points and that's why it takes a lot of time. Not only does it take a long time for you to figure it out but it takes a long time for you to hear enough feedback to understand what your audience wants. If we have 100 people reading a blog post it's kind of hard to make a call on whether that works or not because the numbers are too small, so it takes a while to make that happen.

Jaime: Let's talk about that for just a second, because there is this chicken and egg thing. I talk to a lot of people and tell them they really need to know who their avatar is, who they like working with, where the market is before – because everybody just wants to start a blog. Let's figure out more information before we pick this whole thing and then create a while website, because it can be crazy. So there's that on one hand – trying to do your due diligence and the data and all of that fun stuff – but there's the other side of not knowing until you start diving down the way.

Jay: That's right.

Jaime: If we do that and start going down that path, do we half-ass it? Do we do it as 'good enough' because we don't really know where we're going or do we try to do top 1% even if we don't know if it's the right direction?

Jay: That's a great question, it's very perceptive. I would answer that question differently now than I would have answered it a couple of years ago. I think now you can test styles and theses about what is going to be your thought leadership platform without investing a ton of money because you can blog on Medium instead of blogging on your own site, you can blog on LinkedIn instead of blogging on your own site, you can guest post instead of building your own site, you can do quick Facebook videos, you can do Twitter videos, as of two weeks ago. So there are a lot of things that you can do to test your style and test what you know and what parts of that will really resonate with people without building a bunch of owned assets and I think, for most people, that would be my advice – to build some thought leadership on rented land first, then figure out what resonates on that rented land and then take that recipe and then build owned assets based on that.

Jaime: Collecting more data upfront and then making decisions based on that data and then actually having something that you can go out full force with, which I think is huge, because back in the day

everyone was like 'Just start a blog and you'll figure it out.' I remember people telling me to blog for six months to find my voice and I almost quit after six months – I was like 'This is ridiculous! I have spent so much time on this. I want to quit,' and I almost quit, I really almost sent the e-mail to my subscribers and CNN contacted me that week before I could do that. If I hadn't kept going I would have given up and gone 'Blogging is dumb!' because it takes a really long time.

Jay: It does take a long time whether you're doing it on Medium or LinkedIn or your own blog, it's just that if you do it on Medium or LinkedIn you're not having to buy a blog and make a blog and maintain a WordPress site and all of that, it's just a little bit easier. But you know what? Six months is frustrating but six months is nothing.

Jaime: It's nothing, I know.

Jay: It's nothing. I'm not saying that it's not frustrating or that you shouldn't have been frustrated but six months is nothing. Think of this like a college education – get back to me in four years and let me know how you feel about blogging. The biggest problem – and you'll hear this from a lot of people – is that they just don't have patience. Like if you were going to say 'You know what I want to do? I don't want to be an online celebrity, I don't want to be an online millionaire, I want to be a surgeon, but I tried to be a surgeon for six months and it didn't work well so now I'm super frustrated,' people would laugh you out of the room. Yet, somehow, six months is an acceptable trial period online and that's just not good advice. It's just not; it's not true.

Jaime: Some people are selling dreams and I think that's sad because it's a huge process. Any business is usually a process, especially this, especially the platform that we're in now, with so much competition. But the cool thing about this is, once you do it, I feel like once you start getting in there and knowing more, like whether keep doing Eventual Millionaire or I go to somewhere else, I have so much knowledge that you can take anywhere else you go.

Jay: Shortcut it after that. If you start something different you can shortcut the process because you've already paid the fool's tax. The analogy I've been using lately is that this business, what we're talking about, is essentially the music business – it's the same business. You start off learning your instrument, then you start off playing in your own basement, then you play a fraternity party for beer money, then you get to the local club and you make \$50 and then and then and then and then – and a lot of what we consider to be rock stars are the people who it took ten years to be an overnight sensation. That's not always the case and that's where it gets really frustrating, because everyone once in a while The Strokes make it big on their first album or people like that and people are like 'Why can't I make it big on my first album?' Because that's the exception to the exception to the exception to the exception that proves the rule.

Jaime: 'But we all want to be unicorns! What the heck? Can't we all be magical creatures?'

Jay: I know.

Jaime: 'Come on! I'm impatient! Let's go!' That's the thing, we learn patience a lot as we go.

Jay: I feel like this is cranky old man, tough love episode of Eventual Millionaire.

Jaime: I love it.

Jay: People are like ‘This guy is such a jerk. He’s 45 and he sounds like he’s 75. What is his problem? He’s a total dream killer.’

Jaime: We need more of you, Jay, we really do.

Jay: #dreamkiller.

Jaime: I’m totally using that. My new group coaching program is called Millionaire Hustlers and I’m like ‘I will kick you in the butt. I will tell you what I think, completely honestly, and that’s what you asked for.’ Because I don’t think people get enough of that.

Jay: Can I be a guest instructor? I’ll just come in and tell people how bad their ideas are. I would love to do that, just let me know.

Jaime: I would love that. I’d have to console them afterwards and that might take a lot of my time, but yes.

Jay: It’s okay, as an angel investor I’m used to getting bad pitches so I’m happy to participate.

Jaime: I wish we could talk more about that. I know we’re actually going to see each other next week in San Diego so I’m really excited and of course we’ll have you back on the show at some point because every single time we have you on it’s genius, just so you know. Even if you’re a cranky old man.

Jay: I’m going to be happier next time.

Jaime: I’ll hold you to that. I’m kidding, I like grumpy old Jay. Not that you’re old! So I’m going to ask you the same last question – what’s one action listeners can take this week to help move them forward towards their goal of \$1 million?

Jay: You should, if you have the time, listen to all of the back episodes of this podcast. You should also read the Eventual Millionaire book if you haven’t done that. You probably have if you’re listening to the show, but you should do both of those things this week if you haven’t. Then what I want you to do is, this week, set up three Skype calls with people who are already your customers. The problem with business today is that we are surrounded by data like never before. We have more data and reports and spreadsheets and APIs than ever before but we are largely starved for insights because we rely on reports and math instead of conversations. If you really want to know what you should be doing in your business, go out and talk to actual people – you will be much richer for it.

Jaime: I think I’ve said ‘I love this’ like 17 times on this episode already but thank you. I love that you say things that I also say and I’m just feeling very smart right now because you’re saying it. I totally tell people they need to call people on the phone and talk to them – who knew there are people on the other end of these numbers, or our download numbers or whatever. I just got off a couple of weeks of talking to 70 people on the phone because I care too.

Jay: That’s so great.

Jaime: I had no voice but yeah. It's no longer a download number, it's actual people with problems who I want to help more and it's the best way I can do it. I love that and thank you for being sweet and telling everyone to listen to my podcast. I'll pay you later for that!

Jay: It's okay.

Jaime: Thank you so much for coming on. Where can we find out more about you and your podcast so that they can subscribe and all of that fun stuff?

Jay: JayBaer.com, ConvinceAndConvert.com, MarketingPodcast.com, which we talked about a second ago, and my Jay Today show, which is only three minutes a day of this kind of advice and depressing dream killing. You can get that in iTunes, you can get it in YouTube, you can get it on Facebook or just go to JayToday.tv.

Jaime: We will make sure to link everything up and everyone should check that out because everyone needs a kick in the pants so that they can be more successful. That's the whole point – we do care, we're telling you what no one else will tell you. Thank you so much for coming on the show today, Jay. I really appreciate it.

Jay: See you later, my friend.

Announcer: Thanks for listening. You can find out more great information like this on EventualMillionaire.com.