ONE-ON-ONE
WITH NICK NANTON
featuring
Andrew Lock

Nick: Hey everybody, Nick Nanton here with my special guest Andrew Lock this month. And I'm really excited about this **One-on-One** call.

And, as all of you know, because you're all involved in our TV show, TV shoots and stuff, TV and video is just a huge part of your marketing. And what I want to do now is to bring on a friend of mine, Andrew Lock, who is probably the best guy I know at really utilizing online video, not just for the purpose of selling, because it's great to use it for that, but really also for the purpose of building relationships. He's the host of the Speakers and Authors Marketing Conference, SAM and the host of the show *Help! My Business Sucks!* One of the smartest marketers I know.

Andrew: Oh no! You're very kind. I really enjoy what I do. I think that what you have created as well is quite phenomenal from your background as a lawyer. You've found a much more honest profession, ...just teasing. But no, seriously, I really love what you do, the Celebrity Branding, and obviously it's helping a lot of people, and people do need help to stand out from the crowd.

Nick: Well, I certainly appreciate that. And so here's the thing, let's get into talking about web TV because I know that's really your passion. So let's talk a little bit about what led you to where you are.

Andrew: Right. I started out as a camera man. Even when I was at school I was kind of interested in more techie stuff, less of the business, although I always had some element of interest there.

And it was during that journey that I really kind of merged with business and marketing and I realized that I was really an entrepreneur. Although I enjoyed the techie stuff, I had a much bigger passion for business, and that's where the two kind of merged.

Once Lucy and I moved to the States, this was really the start of the Internet 'gold rush.' This was early 2000. And I moved to Orange County, California. I was really at a crossroads then, because I was at a point

where I could do anything really. So I really decided to study Internet marketing and that's where the start of an idea came about to do video online. But the problem was that the videos were very small. They sort of looked like postage stamps.

Well, all that changed when You Tube came along and we've never looked back since. It wiped out those problems, and of course some other competitors came along as well and offered similar services. That's why video really is possible now online, but you don't need to have lots of expensive equipment.

And it was during that time that I started to notice this trend of web TV shows, which really means a regular content that has episodes like a regular TV show does – has nice quality production and so on. And that really was a good match for my skills and interest, and that's how I came up with the idea for a show for small business owners, which is called *Help! My Business Sucks!* and you know because it was one of the first shows out there, and I tried to make it engaging and entertaining. It did really well. ...And to this day, it's remained on top.

Nick: And so, I guess there's a lot of people on the line here who will be saying, "I have no idea how an online TV show would help my business – whether that's a law practice or whatever it is." So why don't we talk about that.

Andrew: Yeah. Well this goes down really to basics. The fundamental problem these days is being able to stand out from the crowd. There's no such thing these days as a unique business. And so, because it's so easy to set up a website these days and to send e-mails and those kind of things online, that has brought about another problem of everybody's doing it, everybody's getting in on the action and so it is harder to stand out.

And so because of that, it really caused me to go back to basics and think what makes people want to buy anything, and really, it is all about relationships. Its people getting to know, like and trust you. And the very best way to achieve that goal is to have a face-to-face meeting with people. E-mail is very impersonal, as is direct mail and other methods like that. And so the very best method is face-to-face, but it's not practical to scale it.

So I realized that the next best thing to a face-to-face meeting would be videos, because people still get to hear and see you and look at your gestures, and really build a bond in a much more powerful way than these other methods. So that's what really led me to realize that a web TV show met a lot of the criteria that are necessary to build a business, and that's how the idea was born, and it proved to be true because that's exactly what has happened.

And we're at a point in time where if you take a little bit of effort and time to create some kind of regular video content, which is what a web TV show is, then because most people don't know how to do it or can't be bothered to do it, then you will be able to stand out from the crowd even in a very crowded marketplace.

Nick: I love that idea. Have you found that it's better to be consistent like on the third Tuesday of every month? Or let's just make it easy, say the 10th of every month you send out a video.

Andrew: Yeah, actually that's a really good question, very insightful. What I found is that in the early days, so probably your first year of doing this, the regular schedule is best. After that, you can take a few liberties. But in the early days it's enormously helpful to <u>release them on a regular schedule</u>. It is very similar to traditional TV where you have a favorite show, you know exactly what time that show is on and plan for it.

Nick: Absolutely. So now let's work in a little bit of structure into what you're seeing that works right now, because obviously certain people will say, "Okay, I can fathom that I might need to have a web TV show." So before we get into the structure, can you tell us a little bit about where they might start, and what does it really need to look like?

Andrew: Well, the first thing, even before structure, is to realize and I've kind of covered a little bit about why web TV should be taken seriously, that there's actually a number of specific reasons which I think should be written down and thought about as a result of this interview, because I think they are that important.

The first one is traditional TV has a geographic limitation of only broadcasting within a country. For example, the U.S. network would be Fox and CBS and ABC, etc. They are geographically limited. They cannot broadcast outside of the States. With web TV on the other hand, anybody with an Internet connection anywhere in the world can view your video.

The second thing that's exciting is that there is no need for any schedule in the traditional sense of a TV guide because all web TV shows are available on demand, which as you know, that means that anybody can go along and press 'play' when they want to press 'play.' So the schedule is irrelevant.

The third reason is that the third element that's really exciting is that on traditional TV, you can only have broad topics, and the reason you can only have broad topics is because that's what works financially. To have niched topics would not work on TV. It'd be too expensive. Whereas with web TV you can have niched topics.

The fourth thing is that there's no annoying commercials, which everybody hates.

The fifth thing is that there's very minimal expense involved compared to a traditional TV show.

The sixth thing is that you can have interaction. You can interact with the presenter or presenters by means of a blog-type environment. You can ask questions, they can give you feedback, that kind of thing. It's two-way communication which you can't have through regular TV.

And then the last thing is the content that you create can stay around for years. With my show someone can come along today, discover the show and then go back and watch past episodes to their heart's content. And that's a very powerful benefit, especially for sponsors because they get better value from the show.

And in terms of your question about creating the show, what I like to do is to break a web TV show into segments to make it fast-moving, fast-paced, regardless of the topic. It works well to structure the show that way, and usually, 10 to 20 minutes of content is a good time-scale to aim for these days.

Nick: Awesome. Unfortunately, we are out of time. Listeners, our goal here is not to push you in anything, but certainly I would recommend checking that out if you are interested in any way, shape or form of getting involved in web TV. Andrew spells it out very well. Very cool man. Hey, well thank you again for joining us. And always great to hear you. Hopefully I will see you somewhere soon.

Andrew: Okay. Take care. Bye.

[Note: This was a content-loaded interview that went on significantly longer. Andrew Lock went into further detail to show you how to produce your own online video simply and very economically. His detail in conversation with Nick covers "how to" questions on format, equipment and rationale.]

For a copy of the complete interview transcript, contact: mandy@dicksnanton.com to request one. ★