



OVOC Online Marketing Podcast #1 Transcript

The Art of Giving for Business Success

Hi Everyone!!

I'm so happy to have you here. So since this is podcast episode one, I have decided to spend a little more time to tell you more about myself, what we do, what we will be covering and how often this is going to happen, okay?

Every week we will be covering topics related to business, business success, online marketing, all the way from social media to email newsletter opt-in forms, the importance of building your database and branding design. Also, we will be talking about the different kind of mindset that you need to have which is very, very crucial for your business success.

So, being an entrepreneur it is a really amazing thing to do.

You need to be really creative amongst many other things like time management and leadership qualities. I will also share with you how to actually have the correct mindset and how to overcome all the different things that Entrepreneurs - all of us face.

So to give you a bit of introduction about myself – I actually opened my business, OVOC since 2003. So we have been doing this for the past 12 years and I have been really, really, really lucky as with this business, it enables me to travel around the World, each time for long periods of time. For example, last year alone I spent five and a half months to travel around Thailand, Europe, Switzerland, France, Belgium, UK, Croatia and many other Countries, finally spend a few months in Singapore and then back to Australia. Few years ago I also travelled to India and spend about five and a half months there as well. Having a business enables you to, if done correctly, to be able to have time freedom, financial freedom and many, many and many other benefits to your life.

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I'm the founder of OVOC which has been established since 2013 and we have worked with lots of companies of all sorts of sizes from small start ups, medium size businesses to MNCs such as Citibank, UBS, Ritz Carlton, Royal Canin many government agencies as well. We are really grateful for that and to be able to given such an opportunity to work with all these fantastic and inspiring people. I'm also a trained Life Coach and NLP Coach.

You will realize that the topics we talk about are very diverse, ranging from business branding, design, internet marketing, how to get more clients all the way to coaching as well. A lot of coaching mindset and how to prepare yourself to have the space for success in your business. If you are interested do check out our website: www.ovocreatives.com

What we will be covering about in this podcast will be mainly for small businesses and business start ups and basically how to have business success really take your business to the next level and I'm very excited to share this because this is what I really care about, helping you to achieve your dreams - business dreams, your lifestyle dreams, your goals, your financial freedom, your time freedom, be able to spend more time with your family, your loved ones, your partner, and do all the things you really love to do.

I believe that businesses have a big purpose and if done correctly, if we are all givers we could actually change the world and make the world a better place.

Let me tell you a bit more. So you know I'm a big fan of GIVING - the giving concept.

Basically it has been within me since I was as young as I can remember. I grew up with my Mom telling me constantly many, many, many times "You have to be good, you have to do good, and then good will come back to you." A bit of like, sort of similar to the Law of Karma. You do good and then good things will come back to you. I have actually lived my life like this since I was a little kid because it has been ingrained in to me as one of the values that I live by.

Recently I have read a few really amazing books talking about these concepts as well. **The Go Giver** by Bob Burg and John David Maan and also **Give and Take: why helping others**

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drives our success, which is a book highly recommended by Oprah. These two books actually talk about how changing our focus, from getting to giving. As in, putting others' interests first and continually to add value to others' people's life actually leads us to our work success, and good things will definitely come back to us. See some concepts as what I have been told by my Mom hey?

Another thing **Give and Take** talks about is that most people actually fall into three different categories - whether you are a Taker, a Matcher or Giver.

Some people only focus on taking because, when that is the case, it seems to me, that there is a bit of a mentality of lack. When you think that the world has not enough, not enough money, not enough time etc. So in this case you are always competing with others and tend to be wanting to take, take, take because you feel there is not enough to go around.

And then there are the Matchers – meaning the people who – I give to you only if you give to me, or you give me one, I give you one, you give me two, I give you two. I'm not gonna give more, I'm not gonna give you less. But I'm gonna give you whatever you give me back. Or I want to give to you when I think there is something that I can get out of you. So when this happens, this is actually conditional giving. Which is a matcher and I don't think this is actually the best way to go.

In the last category are the Givers - the people who give without expecting anything in return.

Now I'm gonna talk about Sir Richard Branson and what he told me.

Are you ready?

So there was one time, Richard Branson had on his twitter **#AskRichard** and we can ask any business questions or any other questions that we have to him on Twitter and he will reply. I asked him a question: "Is it okay to have a handful of business ventures at one point of time



or better to focus on one at a time?" Within a day Richard replied me and he said "With good dedication skills you can run many businesses, but still focus on attention to detail."

Just these little tweet, personally by him, I mean, imagine right, Richard Benson, with so many businesses going on and a multi-billionaire, yet he personally took time to send me a personalized message to my question! I was like Wow! How cool is that!!!

This goes to show, that successful people, successful business man are good people. All these people all those who are so happy to give whatever knowledge they have. We know there are so many ways we can give in our everyday life -in our work life, in our relationships, If we care and take the time to take a look at it, we can actually give in a lot of ways that actually counts.

There's an audio course that I purchased from T. Harv Eker recently. In the course he shared about how one day he was golfing with a friend who is a very famous surgeon and what he does is for each surgery he charges about maybe USD\$30,000 or so. Every day he does maybe 8 or 6 of them? Guys - this is some serious money that he is making right? That's easily USD\$200,000 or more a day!

What this surgeon does is because of all these charged surgeries he is doing, making quite good enough money for him and he is living very comfortably already. So, he actually picked two days of the week to provide free services to the people who cannot afford that, Pro Bono.

See this is another example of how all these really successful people are practicing giving in their lives and in their career. This is what all of us should strive towards to.

Think about how or what you can actually contribute or give today already. Let's say in terms of relationships, or even to your colleagues, or your employees, or vendors, giving a smile to a stranger, saying to somebody "thank you", "you are welcome" or "you look good"



today. These are actually some of the things that we can actually start giving which makes a big difference in somebody's lives.

Even when it comes to employees, they too love to be appreciated. If they feel appreciated, they actually gonna work harder.

But of course, Sincerity is very important here. We need to be really sincere when you are giving compliments, giving thanks, giving even the words "I'm sorry". In all these things need to come from sincere efforts and that's when it actually works. And of course, other party will be able to feel and know whether you are genuine or not right?

So then another way on how we can actually contribute in terms of our businesses is let us say for example, for OVOC, what we do is we have decided to plant trees for every project that gets awarded to us. At this point of time, this year we are planting 50 trees for every project that gets awarded to us. Previously we were planting one tree or up to 10 depending on the project size, and within a year we have actually planted 2500 trees.

What we have done is we formed a partnership with "Trees for The Future", give them the money and they will plant the trees in Countries such as India, Philippines, also Latin America and Africa. Really, really cool!! So we are very happy to do that and of course we would like to do more, there are more plans in the way as well.

Let's say for now, we have done a couple of Pro Bono projects such as logo, branding, design, or other kind of design related projects for a number of NGO's. One of them is the *Earth Guardians*, which is a group of 13 - 10 year old children environment activists.

So take some time to think about what you would like to offer, what you would like to give- Value that you can actually give to your customers, your target markets, your colleagues, your employees, your vendors, everybody especially your target customers.

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If you can give value to them, something that they would like - that's where you will be able to gain credibility and build the trust. In terms of now, this is how we do businesses today. Most businesses are actually being discovered through the internet. Most of people are connected online. Everybody uses the Google search engines as well. Most businesses are actually making use of the internet to search for what you have to offer. Your website will be the first point of contact that your potential customers will come to know about your presence.

So in this case when you are trying to find customers online it is very important to be able to build connection and build trust quickly. There are so many other businesses out there, so many other websites out there. How would they know who to trust and whether you are good or you know your stuff and all. In this case, it is even more important to give something of value through your website.

Traditional way of websites has around let's say 5 pages, or max 10 pages on your web page. We have a homepage, about us, contact us, your services, your products, may be a gallery, who are your clients and a few testimonials - full stop. This is a very corporate, serious way of presenting your company normally.

So in terms of the other way - the Go Giver concept way of giving value to your customers, this is where you can actually choose to give value with your content to your target audiences, such as for example writing articles, having a YouTube channel, a podcast like what I'm doing now or may be even free e-book in exchange for their email addresses.

Other ideas include, Facebook, Twitter and all your different social media profiles.

You have to understand that as a business when you give value it needs to be something that's relevant to your target audience, For example, let's say you are a yoga teacher and you have your own yoga retreat center, yoga classes and stuff. When you are gonna give content online, what you gonna give will need to be relevant to your students as well as your ideal clients. Let's say you may decide to post inspirational quotes on yoga philosophy,



you may decide to talk about yoga philosophy, the joys of yoga, taking pictures of your students, including other things that people who are interested in yoga will benefit from. It has to be relevant.

We have to understand that people come online to surf the internet for various reasons. Most people go online to be entertained - to watch some funny videos, go online to have a few laughs. Some people go there to learn. So there are all these different people, different dynamics and different reasons why people go online. You need to be able to find that and be able to offer that to your customers and that's where you can actually capture their attention and get them to be able to come back to you for more.

There is another webinar I have attended recently which is by the Mind Valley Academy that is meant for coaches. It's hosted by a coach who actually teaches coaches how to get more clients. It was a very interesting video and what I have learned mainly from this guy is that for him to have such a very, very successful coaching business is that, you see, a lot of people out there are coaches and they offer a free 30 min, 20 mins or free 1 hour preview session for their potential clients.

Yet, the thing is when you are going to offer something, your service, that's actually not enough for you to really understand your client or your future client or your ideal client. In that short amount of time it is not enough for you to be able to understand enough to make your potential client say "Wow! You really get me, you know your stuff and yes I wanna work with you! I want to pay you 3000 dollars to actually let you be my coach!"

So this is the reason why a lot of coaches out there are not really doing as well, compared to some. This guy who held the seminar, he gives two hours or more each time to his potential clients, sit down and talk to the person at no charge. From that session alone the potential customer gains a lot of value already. And you know, by the end of the two hour session you, as the potential customer will be getting so much information and value. Then guess what, most of the time, his customers will go "Wow! You know what, this is so cool, how can I sign up?"



At the end of the day, if you have at least spent two hours and a potential customer decide not to sign up with you for your services - you know what? That's alright! You have actually given to this person and he may actually go around telling friends about you. He may actually make use of whatever knowledge and insights you have shared with him and he apply to his life and benefit from it. You know what, most people actually remember what would you have done for them. Most of them.

So this brings us to the end of episode 1.

Do you have any questions? Feel free to send us an email. Visit www.ovocreatives.com. You can click on the contact us to send us an email. I would really love to hear any feedback you have or any questions that you would like me to cover in the next podcast as well as feedback suggestions, even just to say Hi. I will be very, very happy for that to happen and next thing is, it would be really good if you would like to receive more updates in terms of the podcast that has been published or any articles that we have because on our website we publish two articles each week.

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So that's all for today. I'm really, really happy to be able share all these with you.

Thank you for your time and look forward to sharing more insights with you next week. Bye!



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