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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPISODE
25

Paul Colligan

Show Notes at: <http://www.aesnation.com/25>

John Bowen and Paul Colligan



Dear Fellow Entrepreneur,

We are thrilled that you have joined us here at AES Nation, where we're dedicated to accelerating entrepreneurial success—your success.

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Best of success,



John Bowen
Co-founder, AES Nation

John Bowen: How would you like to reach out and attract a steady stream of pre-qualified, pre-endorsed clients or customers for your services or widgets, whatever it is you do? I mean you see other people on TV, radio, and all other kinds of marketing platforms that don't have the knowledge, the insights, the tools, the products and services that you have. And if you're like me, you are really frustrated. We're here to change this. At Accelerating Entrepreneurial Success, it's all about accelerating your success. And today, I've got a mentor, Paul Colligan who is just phenomenal. And he was really one of the first guys to let you know how you can own the TV show or the radio show. So you're at the right spot. Stay tuned!

We are ready to accelerate your success. Paul.

Paul Colligan: Hey man, how you doing?

John: Excellent. Paul Colligan, thank you for joining me. We were talking about... I kind of did the tease a little bit that we can own the TV show. We can own the radio shows or the platform, better yet than the show itself. And you were the first one. As a matter of fact, as I'm doing this podcast, I'm not sure whether I should be upset with you or not. But you showed me how to do this and I've been trying to figure out how to do it and it became clear and clear as you and I get to know each other in some of the mastermind groups and reading your books, having conversations, coaching, and so on. So tell me what you do and how can our fellow entrepreneurs own their platforms and communicate so they attract that endless stream of clients and customers?

Paul: Well, I teach small-medium businesses how to leverage the internet for marketing and sales. I've been doing that since the beginning and what's funny is I've been doing that for a long time. But new technologies have popped up all the time.

It started with web design actually. Once ma and pa was able to get in the world of web design, I taught them how to do that. And then there were the affiliate marketing where people were able to get an unlimited source of commission, sales, people... always very cool.

And then this podcasting thing popped up and it just blew my mind because in college, I worked my butt off. I worked my butt off to have a radio show that went on a transmitter with maybe a five-mile radius. And I thought it was the coolest thing in the world. I got my FTC license and all the things I was supposed to do to reach a five-mile radius.

And then with podcasting, I realized that it was a little bit bigger than that. It was actually "the world." And unlike my show which let's admit it was on a two o'clock in the morning, I can now have a show any time, any place, anywhere. And that changed the game for me just dramatic that I knew since day one that thing was going to be huge.

Now what's funny was I wrote *The Business Podcasting Bible* back in 2006. I recently re-read it and it's fun because I got everything right. I'm very proud of that book. What's funny is so many new things have happened that make it even more exciting than ever before. Where you speak of 10x, podcasting is 10x from where it was when I was thrilled about it almost a decade ago.

John: I have had a number of businesses along the way as you have and one of the big things is trying to increase your reach. And with today's technology, 2006 was a hundred years ago almost in the sense of there wasn't an iPhone. We spent so much time refining our message, getting really good at delivering a great client experience, but we're doing it one-on-one and Paul, how can we use this technology to be one to many?

Paul: Well, quite simply, podcasting is the answer to that question. Now, this is an iPhone. This is an iPhone with a battery pack so it's a little bit thicker than the one, but I tend to use these things all day long so I need the battery. There are tens of millions of these iDevices. The iPhone, the iPad, the iPod. All of them go to a place called iTunes. We've heard of it at apple.com. When they search for the term that you are about, they can find you and Apple will send people to you. And what's great is not only is it... when I'm looking for content on my phone from my drive to work, from my run, to my visit to the gym, whatever it is I'm doing, I'm also, well you talk the world of SEO, I'm also at apple.com. You got a podcast? You got a link from apple.com,

So "Paul, are you saying that we could take my topic, my expertise, add the word apple.com, search in Google and find that I've got a link to my website from the company that just did a seven to one stock split today?" Ah, yes! That's exactly what you can do and it's phenomenal. "Well Paul, what if I'm not in the Apple world?" Don't worry. It's the Google world as well. It's the Amazon world as well.

The thing about podcasting that's so amazing is that nobody owns the tech. The tech is out there for anybody to use. So the seven people left who used Blackberries, they can get your podcast. The two people who bought the Windows Microsoft phone? They can get your podcast. But so can the Android. So can the iDevices.

And here's the great thing, whatever is coming in the future as well.... you know our mutual friend Joe Polish; I was doing a presentation about his podcast which I'm the executive producer of. And I was just looking at a fun, little app and I was looking at Downloads and he was getting downloads from Turkmenistan. Now, I don't know much about that country so I decided to look up Turkmenistan. Turkmenistan has banned YouTube, has banned Facebook, has banned Twitter, yet Joe's podcast is still getting to the people of Turkmenistan. Now that is pretty crazy cool. Cost - minimal.

John: I was talking with Joe the other day and I don't know if I've known the number exactly and I know you would be comfortable as sharing... what are the rough downloads he's having now?

Paul: You're looking over a hundred thousand downloads.

John: Yeah, so Joe started this as kind of a fun project. And Paul led the charge. And Paul, when I asked Joe and I asked Dan Sullivan, another mutual friend, who should I call and they immediately say, "You're going to call Paul Colligan." What you want to always do is work with people who have actually walked the walk before you and when Joe started sharing the numbers and the impact, and I've watched Joe's businesses really grow dramatically as mastermind group that you and I were both in, and it's exciting to see. That's why I wanted to bring Paul on... this is not something that only a marketing guru or an expert can do. What are some of the diversity of people that are doing podcast right now?

Paul: One of my favorite podcast stories ever and I'm sad that the podcast is dead but it actually succeeded. I know an entrepreneur who said "Okay, I need to find an industry where there's repeat sales. I want something where they're literally burning the inventory. And so he got into the scented candles business. Because every month, they invite the candle, they sent this guy and it was like clockwork and it was amazing. And he built the business. He did really well. And then he sold the business. But one of the things that was great was he did the Timeless Candles podcast. It was talk about candles.

Now, John I cannot think of anything that would bore me more than talk about candles. But the people who loved this stuff, they want to talk about candles. And so he had several episodes, the wicker candle, the blah, blah candle, the "this" candle... and people were going to the website and they're going to, "Oh people who love candles as much as I do. I'm going to subscribe to the podcast.

And it did two things. A. It brought in clients but B. it made his mail-order candle business significantly more valuable than the other mail-order candle businesses. And he was able to sell the thing at a premium.

So if the world of scented candles deserves a podcast, you do as well. 47 million Americans by themselves, in their car, 30 minutes' tune in from work each day. They all have a topic. they all have a fascination. They all have an obsession. And if you told them "On the way to work, you can listen about that," they're going to want to.

My bookkeeper, 10-minute podcast once a week, things to think about this week to keep the taxes going well... the podcast I listen to. See, in the old model of the broadcast station I

spoke to earlier, I'm like "What in the world am I going to do where there is enough people in the five-mile radius of the weekend intended to actually do something?"

But now that I have "the world," and I just don't have the world. I have the world whenever the world wants to listen. They get my shows at two o'clock in the morning, if you weren't listening to two o'clock in the morning, you couldn't listen to my show. Now, the great thing is you can listen to my show whenever you want, on whatever device you want, on the terms that you want. Most podcast clients have a thing where you can go at 1.5 speed, 2-speed, 3-speed. So if you wanted the speedless version you can do that as well. And it's phenomenal.

This is the thing I'm proudest about the 10x Talk Podcast. Episode 1 is as good today as it was the day that we recorded it. We designed it to build a content that could exist for a long time, what we call in the industry, evergreen. And everyday, they are people downloading episode 1. A friend of mine has a podcast who has been doing it for 7 years. And there was no... 7 years of podcasting, there was now week that goes by where people didn't download episode 1.

Let me ask you this entrepreneur, how would you like to create a piece of content that is being downloaded by a new audience seven years later?

John: Well, what I love about it is cost. I mean what do we need to do this?

Paul: Your laptop and about five bucks a month. Really, it's the bargain base. Get yourself a good microphone. But the microphone I'm chatting with you on right now is a sub hundred-dollar microphone. The camera that I'm speaking to you on right now cost me about 120 bucks. The light about 200, but this is a bigger deal. It's cost very, very, very little to get in the game.

There's actually a podcasting hosting platform called Libsyn great guys, good friends of mine. Libsyn doesn't charge you for how much bandwidth you do. They charge you for how much shows you store with them.

"So Paul, you're saying that I could pay \$5 a month for an audio podcast if it's downloaded by the entire world, and I don't have an additional fee?" Yeah, pay the \$3 more for the extra reporting. And you might even want to go all the way up to the \$20-package so that you can do video and that type of thing. But it is so inexpensive.

I have a big program where I teach people to podcast. And its funny different people have different debates and what not but everything I do from the editing to the production I teach is all on free software. And is it because I'm a cheapskate sure there's some cheap elements in me but it's because the free software is perfectly fine for what's out there.

John: And probably like some of the other successful entrepreneurs, I bought the expensive stuff and even by the expensive stuff is a couple grand. So in the whole scheme of things, it's really nothing.

Paul: I got to interrupt you...I'm working on a report that I'm going to release soon and I figured out how to do the computer, the camera, and the microphone, 1080p High Definition total price under 500 bucks.

John: The world's changed like crazy. Now Paul, you are at the top of this group. We're talking to fellow entrepreneurs... one of the things I want to do... a quick segment here. And I call it life intrudes and that none of us get out unscarred. Tell me what are the times that you really got hit as an entrepreneur and typically out of that you've bounced back? And I've seen you get knocked down a little bit, nothing big. But I've seen you've just rally in. Give me one of those moments.

Paul: Well, it was funny when I started with podcasting, I actually thought it was maybe more like the digital book on tape world that it was more the radio world. And so the very first thing I did, the second podcasting caught on, I spent a great deal of money building a premium podcasting platform, a podcast platform where you pay to receive the content. And it worked flawlessly. It was wonderful. My customers loved it, all four of them.

John: Your mom wasn't in with you now, was it?

Paul: Exactly. And the fact of the matter is podcasting is primarily a free distribution medium that you use to bring people in to higher level products and higher level services. Joe distributes the 10x Talk Podcast to bring people in to his 25K Mastermind that you and I are both part of. And the great thing is, is because podcasting is kind of the general consensus is that it's free, the idea of paying for one goes past people but what's great is where I was thinking 9.99 a month, 19.99 a month for certain podcast, I now see people who are charging for \$25,000 masterminds and that type of thing has resolved their free podcast.

So I built a tech. I went crazy. We actually did two different versions of it, did a lot of marketing for it, did lot of pavement pounding for it, and lost a lot of money on it. But it was just this slice that I thought podcasting was going to go. Not podcast at all.

John: And what were the lessons learned?

Paul: The lesson learned was it's what your audience wants, it's not what you want your audience wants.

John: I think this is really important. Sometimes we get caught up in our own excitement and Paul and I are both high energy guys. We go out and do it. And one of the key things is to fail quickly. I've done it... if you're an entrepreneur, you failed, maybe not quickly but the quicker you can fail, if it's going to be a bad idea, let the market tell you and then... what I love about Paul is that Paul then just let the market tell him and now he's making it happen with the market.

Paul: And you know, I emailed literally it was 9 customers who were suing it. I emailed all nine of them, I said, "Guys, this was the dream. It didn't work. You need to find new models." "Aren't you going to keep it? Aren't you..." Nope, experiment done. Money spent, time to move on.

John: What are you passionate about now? I mean you're working on a whole bunch of things. Every time you and I are together, we're kind of both so excited about our new thing and that new thing is not the shiny new thing the market's telling us now and you're delivering the good. What are you excited about now?

Paul: I'm excited about helping anybody with a message expand their reach. That's what all my professional career has been about. And I love entrepreneurs because I'm one of them. We eat, sleep, breathe, and live differently than everybody else. So when I can help an entrepreneur expand their reach, it's even cooler. And my big motto... you know we've been going on with different mission statements and stuff, my mission statement now is four words. Expand reach, leverage tech. That's it. That's the totality of it.

So the author who wants to expand reach, done. The entrepreneur who wants to expand reach, done. The politician... my degree was actually in Political Science. So I have a Bachelor's degree in Political Science from University of California - Santa Barbara. And the politician who wants to expand reach, so it's four words - expand reach, leverage tech.

The most exciting way to do that right now really is podcasting. I love YouTube. I love Amazon. I love somebody's other distribution models and then there's the whole world of multicasting which is another conversation. But that's part of it. And I just love the fact that somebody with a message, if the message is good, they can expand their reach by leveraging the tech.

John: When you're creating content like for a podcast and you're getting the message out, there's so many other platforms and channel that you can leverage this on. With Paul's...

Paul: Expand reach, leverage tech.

John: Yeah, and we could go into the eBooks and Paul was one of the first to show me how to convert this kind of content into eBooks. And this has been phenomenal.

John: So you got a smart phone there. You're already way around. I got mine over here too. What's an application that your fellow entrepreneurs you want to share that they could get some value out of.

Paul: Oh, man. Have you seen Drafts?

John: I don't even know that one.

Paul: Oh man, Drafts is a game-changer. Now as entrepreneurs, we think of things fast, okay? Drafts is a program. You open it up and when you open it up, it opens up a screen, where it's just an empty draft. There it is. time to type, okay? And so what you do is all of your ideas as they come through you, just put it onto drafts one after another. You could use voice. You could use whatever you want. But then built in to drafts is an engine that can send what you wrote to anything that you might be using. So, let's say I'm thinking of some of the needs to go up by Twitter. From Drafts, I could send it to Twitter, one click. From Drafts, I can send it as a text message to my wife, one click. From drafts, I can send it to an Evernote list, one click. From Drafts, I can send it to a paper I've been writing and send a byword, one click.

So what Drafts is. It's the David Allen inbox if you will. But then from there, you can program all these rules and just make it happen, everything. So Drafts is open all day long. You can even tie it into Siri if you want so you can actually, "remind me to x where you're driving around town" that type of thing.

So I have all these ideas and I send that to Evernote, send that to the Web, send that to Twitter, send that to Facebook, send that to my task management, send that one to my wife, send that one to my kid...

John: It looks really cool. I will download it right after we finish the podcast here. I have been with you where you're making presentations and you record the presentations on an app from your phone. What are you doing? How are you recording that and then using that over and over again?

Paul: There are a number of great audio recording programs out there. And there on the iPhone, there on the Android, there on even Blackberry and Windows, has them as well. And the great thing is you want to record what's called uncompressed audio. And this is very, very important so just look for one does that. On the iPhone, and this actually works on Android as well, there's a product called Auphonic. Auphonic is a whole system that ties into it but they have a great app on the front end that works with both.

I have a podcast called Thinking Out Loud. It's the podcast where I think out loud because as the entrepreneur, it keeps going. I will be driving in the car. I will put my ear bud. I will click

the record button. I will record a podcast using Auphonic. I will upload it immediately using Auphonic and I will publish it using Auphonic. And it's a great, great, great tool.

John: Is there a book for your fellow entrepreneurs?

Paul: You know this one's an oldie but a goodie. But if someone is going to be entering into this world, there's a book called *The Clue Train Manifesto*. Are you familiar with it?

John: I am not.

Paul: *The Cluetrain Manifesto* is absolutely phenomenal. It's mind-blowing. But the basic concept of the *The Cluetrain Manifesto* is that markets are conversations. We're back to the marketplace now. And the thing is now, if I want to know about a company. I don't just want to go to the store and buy the product. I want to converse with somebody. This is why Apple is doing so incredibly well with their Apple Stores. You want to meet a genius. You want to talk to somebody. You want somebody to walk you through it. That's what events, such as what John is doing, are just the way of the future because you want to interact with people.

And Cluetrain's about 10 years old. So some of the tech is not necessarily there but the basic understanding that they have of what the world is and where the world is going is just mind-blowing and the title comes from, "Hey, get on the cluetrain." And this is a manifesto and there are some moments where it's a bit rambling. But it is just mind-blowingly cool and it is the future. I recommend it highly.

John: You're working with so many top entrepreneurs. We hang out together with a lot of people. You're coaching guys like me and others. What can you share with entrepreneurs to make this easy, this transition?

Paul: Never create content for a single publication. It's part of we're headed to the multicasting, which is actually create once. Publish everywhere. If all you're doing is a podcast, you're missing out. It should be a podcast. It should be a video podcast. You know, it's everything John and I are doing here could be done on audio as well. It should be some sort of written word, be it a published book, be it an electronic book, be it a blog post. Any time you create content, it should be done for as many platforms as possible.

And what that does for the entrepreneur. We love leverage. We love scale. And if we're doing just an event, it's just the people in the room. But if we record the event, then it's anybody who listens by podcast. If we record the event on video, we could put it on YouTube. If we record the event live, we can broadcast it via YouTube. Have a backup on YouTube. Have a video podcast. Have an audio podcast. Get the thing transcribed. From the transcription, have

a blog post. Have a Kindle post. Have the thing in iBooks. Now you can create once and get it everywhere.

And the nugget, I know you wanted one thing take home, never create for only one platform anymore. Even if you don't know how to get it to the other platforms yet, when you do something, think, should I may be put on a quote, run the video camera, instead of just talking in the microphone? Should I maybe make this immediate piece instead of an article and then have somebody come in... You're the one who taught me John. You need to be the author, but you don't need to be the writer, which is huge. No media for a single publication point anymore.

John: I just want to make sure everybody got this because this is big. As Paul is saying, really what I'm doing here is we're recording it on video Paul as you know and then it's going to run a strip-out in essence the audio, so it would be a video, an audio podcast and you could be listening or viewing it. But we'll be posting a whole bunch of different places. We're using a service Rev.com to do the transcription, special reports, all this. I want to get the word out of Paul on what he's doing. And then also to further enlighten our self-interest at Accelerating Entrepreneurial Success, [AESNation.com](http://www.aesnation.com). That's really where the value collectively is. And no matter what you are marketing. Whether you're signing million dollar pieces of equipment, software where the average applications are 50,000 a year, annual. I mean getting this message out or selling books, this all works Paul. You have done a lot of those campaigns.

Key Takeaways. I've got three but I didn't get the last one that I think is the most important. I didn't get it all there so I'm going to have you repeat. So number one, what I like is using new technology. But I want to... I'm going to do a little editorial here which I know you do. There's a difference between what I call technology cool and business cool.

Technology cool is stuff guys like Paul and I and others get excited about. Business cool is we get even more excited about Paul as we get a little older because we can see how to monetize it to help our clients, to help ourselves, and our enlightened self-interest to get that message out so we can inspire clients and customers to take action to better themselves.

Paul: And that's my whole expand reach, leverage tech. Just leveraging tech, who cares? Expand reach, leverage tech - now we're talking. That's business cool so you use your words there John.

John: The Internet is such a great facilitator for all of us. So expand reach, leverage tech. Great, Paul. The one other thing and it's really incorporated; I wrote down was the one to many. Once you do it, it is kind of a two-prong attack you talked about. One is getting the message out through your whole process. But the other is that multicasting that we can repurpose a whole bunch of other venues and that's just huge.

Paul: Yeah, and what's amazing is repurposing is not new. Repurposing has been a thing for content providers for a long time. But the ease of repurposing now is what's so phenomenal. You mentioned [Rev.com](#). I love these guys as well. I don't know if you've done this and if you haven't, I'm sure when we hang up this recording you'll ask me how, but I've automated the Rev process. The second a file's done, it automatically goes to Rev. They automatically do the transcript. I don't have to order it. I don't have to tell them to make it. It's automatically done. And as a result, I get my transcript back usually before I'm even done publishing the thing. And it's one less email, it's one less thing.

But what happens is because it's so easy to do. Putting something on Kindle is incredibly easy to do. Putting something on YouTube is incredibly easy to do. Put something on podcasting is incredibly easy to do. So it's not just make a CD out of this so you can put this on the shelf in case somebody comes by one day. Next year John, there are going to be more phones than people. Let me say that again, next year there are going to be more phones than people because so many people have multiple phones for multiple reasons.

John: And there's seven billion people so that's a lot of phones.

Paul: Exactly. So this isn't about making a CD and putting it on your shelf and hoping one day you might be able to sell it. This is putting your content online so that those seven billion devices have access to it. That's pretty cool

John: Paul, let me go to the last segment, Resources. And I've got your website up. What kind of resources do you have here? It's at [PaulColligan.com](#).

Paul: Probably the best, most original thing at [PaulColligan.com](#) is [PaulColligan.com/tools](#). I'm always asked what microphone do you like? What camera do you like? That type of thing. That's there.

My blog, boy that's a whole another episode. That's a whole another conversation. My blog is actually what we call a Content Timeline. And it's my best content from Facebook. It's my best content from Twitter. It's my best content from podcasting and YouTube. And that all comes back and does that. But you can keep up to date with what's going on there.

John: That is a great toolbox. I forgot about that so that's for resources, definitely go there. You can check out the other apps that Paul and I talked about at [AESNation.com](#) and we have everything there. We have the transcription that Rev.com will have completed a few minutes after we get done here and all of these. Paul, any last words before we sign off.

Paul: You can do this. Okay, Paul. Paul is the big geek. He's been doing this for decades. The automation and the capabilities now are phenomenal and if it's something you don't want to take on, there are people who play at this stuff who absolutely love to do this stuff. There are things like Fiverr. There are things like PeoplePerHour. There are ways for you to get your content out. So if the tech... it's leverage tech. Not use the tech. Leverage tech might be hire a fourteen-year-old. Leverage the tech might be set up that automation process that Paul was talking about with Rev.com. You don't have to do it. You just have to leverage it.

John: And I think that's great. For those of you who don't know me well yet. I have a virtual company with no employees. I'm a big leverage kind of person and I am comfortable with technology but I'm not a real knowledgeable technology person... good user. And it is a time to become a good user. You have a message. Get it out there. Attract that steady stream of prequalified, pre-endorsed clients or customers for your business. You owe it to them to do it. So let's go out. Make it happen. Paul, thanks again for joining us here at Accelerating Entrepreneurial Success.

A Second Opinion on Your Finances

A Complimentary Service from Financial Advisor Select for the Members of AES Nation

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

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John Bowen
Founder and CEO
Financial Advisor Select