

Basic Bananas Marketing Tip: Selecting the right experts

FRANZISKA: Hi, welcome back to Basic Bananas tv.

CHRISTO: Hey, hey.

FRANZISKA: My name is Franziska.

CHRISTO: And my name's Christo, welcome back.

FRANZISKA: I think you know our names by now if you've been following us and you then would have seen some of our awesome rock star team members. Now I just got off the phone with a florist back home in Switzerland, where my mum lives, because I ordered some flowers for her. Why? Because it's Mother's day coming up and as I got off the phone I was thinking, well maybe you should share a little tip with our community about something that they could be doing that is relevant for small businesses. So what's the tip?

CHRISTO: Yes, when it comes to mothers they're generally pretty wise, they're good people to ask for advice on things. And so that got us thinking about asking for advice. Now the thing is, if we want to get somewhere quicker then generally we should ask somebody who's already got there before. So if we're going to plan a party you want to ask someone who's planned a party in the past. Or if you're going to go traveling to India, you go and ask someone who's traveled to India, or they know that information on how to get there. Same happens in business. If we want to get to a certain destination in business or get a certain level in your business, just ask someone who's already been there. You want to improve the marketing, you speak to someone in marketing. You want to improve the systems, you speak to someone on systems and so on. So, it's like being in a, I always like to use the metaphor, if you are in a foreign city and you're running late for your train that's leaving in 15 minutes and you know that the train stations within 15 minutes of where you are on foot, you know, what are you going to do? If you've paid five thousand dollars for the ticket you're going to ask somebody, because then you are going to ask a few people and get the directions and get there really quickly. But if you've got four hours to get there, well then you might take your time

and this tends to happen in business when we see people that move really quickly to excel and some that kind of take their time because it just seems like they are giving themselves more time. So, it comes down to a bit of personal need as well.

FRANZISKA: And I just think it's just really important that when you choose an expert who has been where you want to be in any area of your life, make sure that they actually walk the talk, obviously. I know it sounds very simple but I see a lot of people that choose, sometimes, maybe the wrong person and then they end up in not the place where they want to end up in. So, I think it's important when you choose any expert, whether it's marketing or sales or business systems or accounting or even health experts, that you work with someone who is walking the talk and who is having the results that you want to have in your own life or business, so that you get to the same recipes basically. So that's pretty much it.

CHRISTO: Yep. So in the next tip two next week, we look forward to seeing you on next sessions video tip as well. Make sure that in the meantime, if you have enjoyed this tip, we'd love it you of course comment and share your thoughts and your comments below. Also like it and it allows us to make an even bigger difference for business owners, worldwide. All of your comments and things make a difference for us. On the next sessions tip we're going to be sharing a tip on free marketing. So those ads that follow you around on the internet. So when you, if somebody visits your website and then they go away to other websites or to Facebook, your ads will pop up to them. To only those people that have visited your website. So it's a really cool tip, keep an eye out for the next one.

FRANZISKA: Yeah and in the meantime if you're celebrating Mother's day, have a fantastic Mother's day.

CHRISTO: Yes, happy Mother's day to all of the mums.

FRANZISKA: See ya

CHRISTO: Bye