

## **The Future of PR: How to bypass the traditional channels and stand out**

**Hosted by:** Mike Cheng, CEO and Co-founder, Lumen5

**Guest speaker:** Jim James, Founder, EASTWEST PR

**Mike:**

Hello everyone, this is Michael Cheng here, CEO and Co-Founder of Lumen5. I'm here today with Jim James. Jim James is an entrePREneur and the CEO and Co-Founder of EASTWEST PR and has built businesses from a suitcase on three continents for over 25 years, all using public relations. His first brush with getting noticed was at 18 when he jumped out of a plane and returned for sponsorship and received expedition equipment in return for media publicity. He hasn't stopped this model of brand business building ever since starting businesses in Singapore, China, and the UK. I love to hear all of that, that's a bio jam-packed with questions. But the first one that jumps out is, what do you mean by at 18 you jumped out of a plane for sponsorship?

**Jim:**

Ah, thank you so much Mike for the introduction. Yeah, well when I was living in Kent in a small town called Canterbury, I won a place on an expedition to Australia and it was more than I could afford to go on this expedition. I was selling toys on the weekend and I realized I'd never make enough money if I kept on working by the hour, so I had this idea that I'd do a sponsored parachute jump, and I jumped out of the aeroplane and raised more money in the afternoon than I would have done from 6 months of selling toys. Then I went to a local magazine and said if I get some sponsored equipment for my adventure, would you give the shop some PR coverage, and they said that it sounds like a good story.

**Jim:**

So I went to a local outfitters and said if you give me some shoes, a backpack and a big coat, I'll get you into the newspaper. And I made it all up, Mike - I'd never done that before and I don't know what possessed me to even think of it. But anyway, I managed to pull it off! And so at the end of 3 months, I had my money and all my kit to go to Australia. So that's the story.

**Jim:**

And actually, I did the same thing at a university in America where I raised enough money to go to Central America by designing some t-shirts and having someone sponsor them and sell them. I made a couple of thousand dollars in a few weeks to go on what I call the Talamanca Trail adventure. So I learned early on that there's an opportunity if you can create something that other people find engaging and fascinating, they'll get behind it. And that's essentially what PR is.

**Mike:**

You've obviously been on this journey for some time and you're no stranger to PR, but I also think that PR kind of changed a lot and almost grew with you over time. Rewind maybe several decades and you've got people thinking of PR as you write these PPress releases and then

maybe you cross your fingers and you hope news outlets write about you. But then now you're talking about almost naturally discovering new forms of PR. How have you seen PR change over time from the more what we think of traditional, to now more of a multimedia, like what you're describing?

**Jim:**

I think really the overall change has come about because of digitalization. And with lumen5, you're also the vanguard of that. In the old days back in 95 when I started the PR firm in Singapore, EASTWEST Public Relations, we did write a Press release and we would ring the media and have lunch with them, show them the Press release and invite them to pay attention to it. But digital did a couple of things. Digital meant that traditional media died a death because advertising revenues went down. That was the first cut when Yahoo and Lycos started to come out in 95/96, we began the beginnings of CNET and so on having high volume content at next to free. So, the first thing was that the journalists started to lose their jobs because the Print publications lost the revenue from the advertising. That was the first big part of it.

**Jim:**

And then what's happened is that companies like yours have enabled individual entrepreneurs to create content at a speed and at a level that before was only the preserve of big brands. So there was this vacuum really caused by digital but at the same time, ironically, creating a huge demand, because actually there's more content ever consumed and agencies, the ones that survived, are those that realize that PR wasn't about relationships anymore. It's about content creation. And about bypassing the traditional channels and intermediaries to get to your audience. So yeah I mean that's 25 years in about two minutes, and I've been lucky enough to sort of live through that.

**Mike:**

It's not like you took a course or you read this off of a textbook, it somehow came naturally that you figured this out. What did you notice about PR that allowed you to tune into these changes, maybe before other people have?

**Jim:**

Well, I was very lucky in that I worked for a company that was the world's first to ever take audio and make it into digital. So there was a company in the UK called AMS Neve and they made the first digital reverb that you can hear on In The Air Tonight with Phil Collins, and they made the first digital audio editing workstations. So my job actually was to educate the market worldwide on using non-linear technologies for audio creation - music, post-production, broadcast, long-form, film. And I was like, well you know if you could do this for audio, this is happening for text, this happening for film. So I had a ringside seat really, and then I was able to get clients in technology for example, like Tjiki, that launched the world's first PRedictive text for mobile phones, which in the old days before we had screens we had number pads and you typed in one letter at a time. Predictive text was a c-change. It meant that you could type and the technology would understand what you were writing. And I launched this in Asia for them. so I was in this very PRivileged position really where I was both you know promoting the newest

technology, and also able to use it. I wouldn't claim to be smart. I just was iterative and I just learned and I experimented along the way.

**Mike:**

I love that you said you don't claim to be smart, but clearly, not only were you at the right place at the right time, but also brilliance. Travel seems like a big part, you mentioned Singapore, China, the UK, having spent time in all these places, and I want to dig a little deeper into that because PR or any kind of marketing or business can be very different around the world. How did you end up around the world?

**Jim:**

I was very lucky in that my family lived overseas. So when I was young I lived in Africa, I lived in America and went to university in America, and then I got a job as a worldwide marketing manager so I went worldwide with that job. And then I noticed an opportunity in Asia back at the end of 1992, and it was a region that at the time was just grown with the Asian tigers, so before the currency crisis, Asia was really on fire. So I fell in love with Asia and the opportunities in Asia, and also saw that Asia was leapfrogging the analog infrastructure that the West was already trying to overcome, so in telecommunications, in broadcast, in television, and music recording, Asia was adopting digital technologies well before the West.

**Jim:**

So it was really this intersection of, here's this region that I've not lived in but is growing, and here's a need. Here's technology that's at the forefront, and here's a growing market that's embracing the latest technology. So really, I was just an economic migrant. I mean, I was in England and we were having long unemployment lines and the weather, was bad and Singapore had opportunity and sunshine.

**Mike:**

Yeah, wow! And Asia hasn't slowed down over the years, have they.

**Jim:**

No, and it's been great. It's amazing. I spent 25 years there, I just came back to England a year or a couple of years ago, and there's a dynamism about the region which is just infectious.

**Mike:**

And it seems like somehow that energy inspired you to not just work in PR, but also build something of your own and then build your own PR agency. How did you make that shift from working in PR to providing PR as a service for companies and clients around the world?

**Jim:**

Yeah, it was pretty straightforward really. I was working for this company and did a big pitch for a music studio in Spain and actually did the presentation in Spanish, and the company that I worked for won the contract. The customer in Spain said that he was so impressed by the PR program that we put together to launch this new film studio in Spain that he felt that if he had the

investment in the technology, he could recoup his investment from the PR. I didn't really get anything but a handshake and I was like, well that's kind of like not a great motivation to do this again. And I thought why don't I do this for myself and charge people for that kind of presentation and packaging and skill set. So I had a postgraduate degree in marketing, and I worked for 3 years for other people, and in the end I felt that maybe I could go you ow my own boat, I could try and survive.

**Mike:**

Right? That's such a typical classic entrepreneur origin story isn't it? I remember back in the day when I started my first web design business, that's what I got paid too - a handshake for a website.

**Jim:**

Yeah, exactly. And it doesn't matter how hard you work or how unhard you work, right? And you're thinking, well my default is to work, right? And my default is to get stuff done. So I've set up 8 companies on 3 continents. So I also started the import business for Morgan sports cars in China for example. So my default is to see opportunities and to create things. I'm probably pretty horrible to manage to be honest. In fact, my wife says that. So, like you, you see opportunities and you think that could be done, and I can't sleep if I'm not trying that.

**Mike:**

Earlier we were talking about how PR has changed so much and I feel like a lot of these, perhaps the clients you've worked with, have struggled through the changes. As PR changed, that's when companies go seek out help and experts like yourself. You seem to have tuned in to the evolution of PR sooner than most people. What are some of those challenges that you saw your clients face or maybe continue to face when it comes to getting noticed?

**Jim:**

Well, thank you for the compliment. I think that the biggest bottleneck is that the generation of leadership in organizations is out of step with the technology for communications. So what I mean by that is that the C-Suite - the CEO, CFO, CIO, Head of Marketing - is quite often 5 to 8 years older in terms of lifestyle and habits, than the technology that is pervading their audience. So, if you think about it. I'm 54 and my children are using TikTok, right? CEOs and leaders of companies have to stay up to speed with the technology and yet that isn't their domain of what they know how to do.

**Jim:**

If we look at lockdown, a lot of people who were senior had to learn how to use Zoom. Young people were already using Tiktok or Snapchat, right? So, I think the number one problem is that clients still think 'oh I'll do a trade show, I'll do a printed brochure' and I'm like, well who reads that anymore? Who attends those shows anymore? So, Michael, I think that the biggest bottleneck really has been about a generational change and that's why young entrepreneurs can sweep aside the older ones because they understand how the technology works. which is of course why Lumen5 is so powerful.

**Mike:**

Thank you. I feel like just as we're all trying to figure out video and then more recently, TikTok, now Mark Zuckerberg's out there talking about the metaverse. So it's quite a world to keep updated with. So you mentioned a couple of times the evolution of communications and content, and I know even in your own content you're a big supporter of diversifying content formats and creating engaging pieces that resonate with your audience. When you say diversifying content, what are some of the out-of-the-box content formats, aside from written, that's worked really well for you and your clients?

**Jim:**

What we have to think about now really is that in the absence of meeting people our content has to be our personality. So in the absence of meeting people and being able to demonstrate our charisma, our personality, to build that bond, our content has to do that for us, and therefore print is really only one dimension. It's as if you were to meet someone in person and not say anything. We just kind of stand behind a whiteboard and say I'm present but you can't hear me, you can't touch me, you can't feel me.

**Jim:**

What we really have to think about is how the content we create replaces the human experience, and it needs to do that by audio, by video. It needs to do it by some kind of sense of motion. What it can't do of course is by smell yet, maybe that's coming. So, for me, one of the reasons I loved Lumen5 when I found it and was so excited was because you've made it accessible. Because what's happened is that the technology formats that are simple and easy to use are written writing a word processing document in Word, for example. I've probably aged myself by calling it word processing. So I think we have to engage with technology platforms that enable us to create content that shows our dimensions, shows our personalities, and helps us to build chemistry between us and our customers, partners, staff and our shareholders.

**Mike:**

Yeah, and I think you've captured something really important there which is that at the end of the day, it's all about the relationship that you form with people, whether it's marketing or public relations, and I think with the evolution of communications we're getting closer. It's getting harder in the sense that technology gets a bit more complicated but it also gets us closer. It allows us to tap into more senses and as you mentioned I think it'll be a matter of time before smell is included.

**Jim:**

Yeah, and I think that what's wonderful about technology is that it's enabling us to collaborate on creation as well. So if I think about a project I worked on with my sister, Dr. Shelley James. who's a limnologist. We wanted to create content so that children and young people could understand the impact of light during lockdown because too many people were staying indoors, and we came up with this idea of a personification of light. So we called her Luna and then we had Luna and her family.

**Jim:**

And when we went to some studios to get these videos - I called them eddumericals, they were at the intersection of education and commercials. They're not infomercials, they're really doing education. And we were quoted outrageous prices. But what we're able to do, because I found Lumen5, and on my iPad sitting down with my dog in front of the fire, I was able to create some thirty 60-second videos. I showed them to my sister and she was like well how do you do that and I was like, isn't this cool! Now, that then itself was great because it was like a subscription and it's so affordable. But what was great was that we were able to take the videos and show them to young people and then they gave us feedback and we were able to reiterate those videos and come back to them within 24 hours with different versions. So we're able to collaborate with your tool on a project that previously would have been inaccessible or inaccessible to collaboration. So, it's not just content creation anymore. It's collaboration. And the audience for those videos is those young people that are in the focus groups and the Luna series has over 1 and a half million views on YouTube.

**Mike:**

Wow, congratulations.

**Jim:**

Thank my sister, she came with the content. I just did a little bit of the format but that's the power of it, right? So we're able to create content with the people that it's intended for and that is my whole point about the content representing our personality. And I think that tools like yours really help people to do that.

**Mike:**

I'm no stranger to the term edumercial because we use that all the time actually. We watch the videos that are created on our platform and we have noticed that a lot of them are these short, they're almost commercial, but not infomercial, and they are as you describe, edumercial. Because education is one of the most powerful ways to connect with someone. You're teaching, you're delivering value, and I think one thing that our audiences always love to hear are tangible examples like that and it sounds like this was a really successful Project. I'm curious if you've got another example for us. Maybe a more commercial or one like that? People running companies or people as part of PR departments might be curious about what's one project you were really excited about and that you're really proud of, and what did you learn from that?

**Jim:**

Well, if I just carry on with the Luna series because what was also powerful about this was that people thought that it was a kind of a commercial non-starter but actually what happened was that we got big brands to sponsor the program. And now what's happened is we have Luna Pro and Luna Pro is a series of edumericals that are being used, for example, for facilities managers on how to use light in schools. In fact, my sister, Dr. Shelley James, is working with her school in

**Mike:**

It sounds like that was never part of the plan when you started it, the business came after.

**Jim:**

You're absolutely right. We had this idea of how do we help children to understand that they needed to manage their screen time, and how do we help parents to educate their children when children don't want to listen to them, right? So actually we started this because this was a problem that as a parent I wanted to help solve, and then we saw the impact and the number of people watching it. So Luna Pro is important because it shows that you can take something that essentially was a good service message and you can take it into a B2B setting, and that's new because many of these big companies, like Seoul Semiconductor is one of the sponsors, they were really struggling with how to educate people about the quality of light being something that facilities managers should invest in.

**Jim:**

Lumen5, whether you like it or not, you've been kind of like the foundation platform that we've built content on that has changed and is changing an industry. So, I think Lumen5, as a case study for the Luna, because we took it from the genesis of a small idea but now nearly a year later we've had a lot of views, but also it's now become a business and B2B markets are using this platform and this approach in a way that in the past they'd just go to a conference. So yeah, I think just because I like the holistic nature of the Luna Project, if I may focus on one.

**Jim:**

I've got some others where they haven't worked, where clients have decided that they would rather do a four/five minute kind of video without any of your wonderful dissolves, without any of the text, without the music. There are a lot of people who look at what we've created, clients in B2B and say that's too consumer, no one will watch it, and that's I think one of the challenges that we have as agencies, as consultants, is to help our clients to take a risk that what they're doing in conventional media production isn't necessarily going to work for the future audiences.

**Mike:**

Yeah, and I see a lot of parallels even with my early experiences in web design is clients often ask for what used to be popular - like, give me the website that this big company does really Well, as service providers we say, well, that's already been done if you were looking for something a little different. I love that you spent a bit more time digging into the Luna Project because it's such a personification of delivering value first. In marketing we always talk about being customer-centric and being audience-centric, delivering value education, and then figuring out the business model later. I think most people take that almost as a figure of speech, and you know, you always think about the revenue model first and foremost, but I feel like you really dived into value first. How long was that project and how much time did it take to build up this audience before the sponsorships came along?

**Jim:**

Actually, it was remarkably quick. In truth, I think overall it was about 3 months in development. So we had several iterations of the characters and of the different formats and that's what took



the time, but when we showed the children the videos of 60 and 90 seconds, the response was immediate. They were like 'this is so cool' and that's what takes the time, it's the PRototyping and getting it right. But we watched what the children were watching and we use that as our model. So I watch my children, they don't watch anything more than a minute and a half to two minutes or it's toast, right? So we built the format to reflect what the audience was already watching, not what we wanted to present. So about 3 months really.

**Jim:**

And then we got the people to actually buy into that, which is fantastic, and then it flew and it really grew very quickly. And then now we've done it in multiple languages. I think the people in South Korea are going to have it in Hengel. It's in German, for example. And because with Lumen5 we can basically clone the video and put new subtitles in, repurposing existing content for new markets has been remarkably quick.

**Mike:**

Well, I feel like we're getting two birds in one stone with this episode because our audience obviously tunes into the podcast to learn about all matters of marketing, and learning how to use Lumen5 specifically is probably a big bonus for them. I have one more question about the Luna Project. It sounds like you built a lot of value, there's a lot of engagements, there's a big impact and then the sponsorships kind of showed up - how much of that was a push versus pull, that they noticed and they reached out or did you have an outreach Program to set that up?

**Jim:**

Yeah, so what we did First was we calculated the equivalent value of the video reach for what they would need to spend if they did conventional marketing. So with my background in advertising and PR, I knew that it would have to come from a budget somewhere - it wouldn't be a 'let's do this'. So what we did was we calculated how many impressions and views we could either buy or speculate to get and then we were able to value the work that we were doing. So the pitch then became quite structured. It wasn't a 'here's a good idea, would you like it' it was 'you could spend ten thousand dollars being a sponsor for this project and you're going to get this many impressions, and that equivalent of a \$20 CTR'. Of course, we got over a million and a half views with these amazing logos at the end of the videos, but also they were able to use these videos internally, so they used them internally to demonstrate that they were committed to these causes, right? So there were all sorts of spinoffs.

**Jim:**

So the answer is we did a valuation, and I think that's kind of a key takeaway. If you're going to get money from someone you have to remember they've got a discretionary budget. They're going to take it from somewhere else probably, so how do you make your project compete with their existing commitments? So what we did was then we had a few target hero sponsors and then a number of smaller sponsors, so we structured it so that you'd have one headline sponsor and then multiple smaller ones, and so we structured it so it was very affordable.



**Jim:**

We had a couple of anxious weeks where we didn't have all the sponsors yet but we had some. And so there's always that tense negotiation period where you're telling everyone that if they don't sign they'll miss out, but no one's signed up yet, and then finally someone drops and then and then you know you're away.

**Mike:**

Yeah, I feel like you've touched on something where PR hasn't changed over the years. It's all about the eyeballs and the attention, and you were able to create that in an environment - especially with digitization attention, span is the most valuable resource - and you were able to capture that and I think that is a key takeaway. I know so many people who run their own Instagram channel on the side, maybe it's about hiking or whatever their hobbies are, and turning that exposure and learning how to angle that, position it, and pitch it to potential sponsors, you are selling eyeballs and attention.

**Jim:**

Yeah, I mean, ultimately we're in the content business, right? And it needs to either inform or educate or inspire or entertain and so we have to know which one we're going to be playing. And yet, people have got a choice and that's why the ability to create - and I apologize, this isn't meant to be a Lumen5 moment, I'm not sponsored to be on the show at all.

**Jim:**

But just as an example of how one can monetize and create a business, what then happened for Shirley, my sister, she's been able to then go on and become a consultant on this work using Luna as a platform, right? I personally have a podcast and I've used a case study in the podcast and then I've written a book called The Unnoticed Entrepreneur where I used her case study as one example of how entrepreneurs can use technology to get noticed.

**Mike:**

We've been talking about video, and I obviously think about video all the time. How specifically does video play into your strategies at EASTWEST PR and the work that you do for your clients? And more specifically, perhaps I think there's 2 components - there's how you make the videos (and you've touched on Lumen5 as being an option - there are obviously other options) and where do these videos go? How do you distribute and how do you get eyeballs on those videos?

**Jim:**

Yeah, think the the whole sort of category here is amplification and repurposing. So part of what I think about is that any piece of content then has multiple formats - it can be long-form or a short form clip video, it can be an audio-only, it can be a text, it can be an infographic - so you have all these different content types that you can create from one idea, and then you're sharing that through platforms across the different channels.

**Jim:**

What I talk about within my Speak PR Program is what I call the active communications index, which is content x channels x consistency. So, how much content do you create over how many channels do you share it, and most importantly, how consistently do you share it? Because what many companies do is they create content occasionally that's good, or they create stuff consistently that's dull. The challenge is to create content that goes across all the channels that's delivered consistently and that engages.

**Jim:**

So for me, what I work with clients on is trying to make sure that they have a story that they want to tell, and that becomes consistent, but also that they have in mind the audience at all times and it doesn't become just introspective, and that they are consistent in communicating, and in that sense, it's really like having a friend, right? Or a family member. If you just turn up for Christmas or Thanksgiving and ask where the turkey is people say well 'well, he only comes once a year for turkey' but each year you're sending a happy Hanukah card or a happy Diwali or Valentine's, Mother's Day, Father's Day, you have a relationship with those people and that really is the essence of coming all the way back to this idea of having a personality for your brand and your company, that different content gets delivered to those different people on those different occasions so that you remain special to them and they maintain a special place in your heart too.

**Mike:**

Yeah, I love that example, it's not one that I've heard before but I really like it. I think you've touched on this idea that building a brand and building that relationship is just being there for people, and again, if we rewind decades ago, you might get the one video a year, maybe for a super bowl commercial or one big PR splash a quarter, but nowadays it's about these two-way relationships and conversations, and people have the opportunity, particularly on social, to not just consume your content but to interact too.

**Jim:**

And I think that's one thing that we don't talk about enough, and that is now the after-sales and the involvement with your customer in the development. I talked earlier about the development of the videos with the kids but I noticed, for example, that you've just invited me as one of the creator community, you know, to contribute ideas, and in the past, one of my issues is about the font size - it just says 'h' - I want it to have the number, the font size, because it's too complicated to try and judge the bigger and the smaller font.

**Jim:**

So to get user engagement is great and then what I see you have and more and more companies have is they have some kind of online help desk and I'm using a platform called Printful at the moment to develop some merchandise for The Unnoticed Entrepreneur and it's kind of like almost 24/7 help. So as I'm creating products online, there's someone in either America or Latvia or Australia there, and I think this is the next level. And coming all the way back to our original point about the relationship between you and the company, I think

companies now have to be involved at all stages with their customer, not just when they sold it. You've got to help them use it better, you've got to help them with their problems, and that's when people become ambassadors for your brand like I'm doing for you or like I'm doing for Printful right now.

**Mike:**

Yeah, absolutely. I think there are two takeaways as I'm listening to you: One is obviously always going back to being customer-centric and focusing on building that relationship as if this is a one-on-one person-to-person relationship, as it should be. And the other more implicit one is just this importance of experimentation and innovation and creativity, and I think you've done that all your life ever since you were eighteen. It's this forward-thinking experimental approach to thinking about how we can do things differently. I can't help but wonder, and I'm sure whoever's listening is wondering too, experimentation necessitates failure. Not everything works. Is there a project that you were really excited about you and thought it was going somewhere and it just didn't go as planned?

**Jim:**

I can tell you more than one, of course. First of all, failure goes with the territory, right? You know, if you if you take risks, you have to be failing. A bit like if you ski. You're gonna fall down unless you only stay on the blue slopes, right? So you've got to accept that you're gonna need to get up a few times if you keep taking the risks. I built a business called Agency in the Cloud back in 2004. The whole agency, online database, press release distribution, press release clippings, clients could log in and see the project, and I built it with ASP and SQL, and a Wikipedia platform. And I was able to run my whole business in Singapore and go to china and log in and see the whole business operating. It was what Salesforce or Slack or Monday is now doing, right? But I built this with some people in Vietnam twenty years ago but when I tried to sell it to people as a subscription zone they said, 'I'd never paid \$20 a month for that' and I was like, I don't know what else you could have, I don't know what else there could be in this. It's an agency in the cloud, and of course, we forget but 20 years ago people weren't really using the internet. So sometimes my timing, and more than just my timing, is out. Um. So yeah, Agency in the Cloud was the business that should have been, could have been, and wasn't, there you go.

**Mike:**

Wow and just because you were ahead of your time doesn't mean that the idea wasn't right. Are there agencies in the cloud now? Like is EASTWEST an agency in the cloud?

**Jim:**

Yeah, now my whole agency is virtual and we just use Zoho. So Zoho does everything - all the apps, the CRM, the forms, the distribution, and the online chat. So you know SaaS, as we now call it, software as a service, is absolutely being done now. So yeah, so I think part of being an entrepreneur is that you have to continue to innovate, right? You can't stop because you fail once. You have to keep getting up and trying again as long as you believe that you're doing what you're doing for the right reasons, and then I think that's nutrition and that's nourishment in itself.

**Mike:**

Yeah, that's great wisdom there. We've talked about repurposing content but I feel like you've also made a case for repurposing ideas and just because you tried something and it's the wrong timing, don't throw it out - bring it back 5 years later, 10 years later, maybe you were too early.

**Jim:**

Well, exactly. So, for example, I built another business in 1998 - it was a search engine for business events and I raised money for it and I had multiple content in and multiple content out. And I just basically passed the data through a database and I managed to raise money and sell that, which was great. But now with the Unnoticed Podcast, I'm kind of doing the same thing. I'm interviewing people, I'm taking the content and then I'm reformatting that into books, videos, and merchandise. So this concept of data acquisition formatting and then redistribution is the same essential model but just the tools and the content have changed slightly.

**Mike:**

And what a lot of people, I think, struggle when they listen to strategies like that. They hear 'oh obviously this just sounds like a great strategy but it must take so many to come together, you probably need a team of 30-40 people' but of course, you're telling a slightly different story here - there are technologies and tools in place that allows one person or a small team of people to achieve a lot. I'm curious, could share some of your favourite tools aside from Lumen 5? Really What are some tools that make you so productive and efficient?

**Jim:**

Yeah, I think one of them will be Descript. That's become a hero platform because you can create video and you can edit, but you can create video and audio and edit the text. And you can repurpose the content across multiple platforms. So Descript is a hero product for me. Loom is a great product because it enables you to educate people that you work with very quickly. There's another 1 called Vidyad. That's also very good because then you can create videos to share with clients.

**Jim:**

So one of the bottlenecks to growth is the communication of your idea with other people. So if you can reformat your idea so that other people can understand it more quickly, you automatically remove one of the bottlenecks. So Descript is great. I use that for creating presentations for clients and I then use Loom especially for sharing ideas and sharing documentation and workflows with people. The other one that I like is Lucid Chart because if you can work out the workflow of a problem of a business then you can partition it up and allocate tasks to other people, and that is again a big bottleneck for entrepreneurs. We tend to try and do everything.

**Mike:**

I think the theme here really is content diversification. It's all about communication and no single communication or no single content type works for everyone because everyone's different. As

you mentioned, some people prefer to read a book. some people prefer infographics... I think that's something that you've really figured out. And I have a parting question for you. Our audiences are always interested in what's next and how they stay in touch with you. You've mentioned the Unnoticed Entrepreneur. Maybe you could spend a little time telling us about what it is and how we find you there.

**Jim:**

Well, that's very kind. Thank you. I have the podcast called the Unnoticed Entrepreneur which is on all the websites and then I have a book on Amazon called the Unnoticed Entrepreneur. Funnily enough I also have an author page under Jim James so you can find me there. Then my Twitter and Facebook and all the other usual channels that are there. But I'd be flattered to talk to anybody, to the Lumen5 user or otherwise, and share with them what I've learned and what I'm helping and trying to share with other people how they can get noticed by using technology.

**Mike:**

Great. Thank you for that. And then thank you for taking the time to be on here, and to all the listeners. I love to go down rabbit holes. You know, when you listen to a podcast you find a guest that you fall in love with and then you hop over to their podcast, that's the best is when they also have a podcast then you get almost an infinite source of more of them. So thanks for sharing how we can find you and get more of that wisdom.

**Mike:**

I love what you shared with us today and the thing that I think will stick with me for probably years to come is just to think about your brand as a person. Do you show up for thanksgiving once a year or are you there day in day out and checking in as a friend should. I think if we all think about brands and businesses and the work that we do from that perspective of building genuine relationships and delivering value, not only will we find more business success but I think the world will just be a better place when we look out for each other and actually aim to educate and inform.

**Jim:**

Thank you so much for having me on the show and obviously, I'd love to have you on my show. If you're in this part of the world, we'll happily give you some turkey and some cranberry sauce, of course!

**Mike:**

Amazing! Awesome! Well, thank you everyone for tuning into another episode of the Supercharge Marketing Podcast.