

[00:00:02.200]

Welcome to the Value Driven Brand
podcast, where you'll learn insights

[00:00:06.600]

on how to communicate with authenticity,
deliver genuine value,

[00:00:10.920]

and create a memorable experience across
your entire customer journey,

[00:00:15.240]

helping your business become the sought
after leader in your industry.

[00:00:19.720]

I'm your host Aileen Day,
now onto the show.

[00:00:32.160]

G'day, everyone,
and welcome back to another episode

[00:00:35.120]

of the Value Driven Brand podcast
you are here with myself, Aileen Day

[00:00:40.480]

and my very special guest today,
we are joined by the one and only Tap Edit Go

[00:00:47.360]

master of everything
video on your phone Wes Alan.

[00:00:52.400]

Thank you so much for joining us today.
How are you?

[00:00:55.480]

I'm good.
I'm good.

[00:00:56.960]

Master of everything is probably

[00:00:59.680]

overcompensation of what I am,
but I like I like the introduction.

[00:01:04.000]

This is good.
I like it.

[00:01:05.200]

Look, I have decided on my business card.

[00:01:07.360]
It should just say
professional cheerleader

[00:01:11.960]
down and done.
You could be in my corner it's fine.

[00:01:14.440]
Woohoo.

[00:01:15.320]
Now for those of you who don't know
who Wes is, as I say, every week.

[00:01:19.680]
Where the hell have you been?

[00:01:20.720]
But welcome.

[00:01:22.640]
Wes is the founder of Tap Edit Go

[00:01:25.640]
and has spent his entire career in film
production from working from film and TV

[00:01:32.320]
industry on documentaries and now also
running his own production company.

[00:01:38.320]
But now the big the big kahoonas are out.

[00:01:43.520]
And you've gone out on your own and you

[00:01:46.160]
are creating success everywhere you go
with tap and go teaching people how

[00:01:52.680]
to create frickin' amazing
videos just using a smartphone

[00:01:59.120]
and people are doing amazingly.

[00:02:01.040]
It's actually surprised me how amazing
people can produce the content.

[00:02:05.280]
I knew it was going to happen.

[00:02:06.240]

I knew people could do so much,
but I didn't realize how easily they could

[00:02:10.800]

just take a little bit of knowledge
and produce their own content.

[00:02:15.320]

It really daunts a lot
of people just to go from

[00:02:18.360]

I have never pressed record on a phone

[00:02:22.120]

and made it look half decent to
a one day workshop is what we usually do

[00:02:27.000]

and then all of a sudden
they're making great content.

[00:02:29.560]

To be honest, I've actually had three
students be hired by other people

[00:02:33.200]

in that town to make videos
for their own business.

[00:02:36.280]

So this is just after a one
day workshop with me because,

[00:02:41.960]

well, if someone finds their passion,
they'll go and run with it.

[00:02:46.000]

Well, they do it as a side
hustle now as well.

[00:02:48.080]

They call me up and they like how much
we meant to be charging for this.

[00:02:50.560]

And I was like, oh, I don't want to say
as much as I do because it's taken me fifteen

[00:02:55.280]

years to get to that level but
sure, charge them this much.

[00:02:58.720]

Yeah. Why not?

I love it so.

[00:03:01.080]

Well so what got you into what got you into the film production industry.

[00:03:06.880]

Well this is pretty much the only job I've ever have only done.

[00:03:10.440]

Film like the film industry kind of fell in my lap.

[00:03:13.880]

This is way before YouTube ever came out and stuff like this.

[00:03:18.440]

I remember I was

[00:03:20.880]

in year 10, I think it was nine or ten.

[00:03:23.720]

And I had this cool English teacher that I always have to thank her.

[00:03:27.920]

She said if I ever won an Oscar,

[00:03:29.480]

I better be on a stage, but I'm never to get an Oscar.

[00:03:32.400]

But her Prue Asmas, never say never, never trying to get to that level.

[00:03:36.800]

I don't really care too much about anything like that.

[00:03:40.280]

But her name is Prue Asmas and she told

[00:03:43.840]

us that we needed to do a play for our English.

[00:03:46.120]

And I was terrible at English.

[00:03:47.800]

I'm very dyslexic.

[00:03:49.640]

I've just never been able to write.

[00:03:50.920]

Still to this day I can't do it.

[00:03:52.600]

Very great maths, but not
very great at maths.

[00:03:56.120]

See my English is not so good now,
but basically

[00:04:01.400]

she said that we needed to do a play
and I was like, I want to do a play.

[00:04:04.920]

I remember seeing my Dad's.

[00:04:06.560]

Oh it was my Grandfather's
old video camera.

[00:04:09.000]

He used to carry around video cameras when

[00:04:10.600]

he went on holidays was like,
can we do we do a video instead?

[00:04:14.040]

And she's like, as long as you write
a script and perform it, we don't care.

[00:04:18.120]

And me and my mates that were in my team

[00:04:20.080]

at the time, I made this great script
and made our whole entire class laugh that

[00:04:25.400]

and we've got one hundred
percent for the assignment.

[00:04:28.560]

And I was like, well,

[00:04:29.320]

this is the first time I've got
one hundred percent as well.

[00:04:31.640]

Keep doing video and did it so much all

[00:04:35.000]

the way through your ten year 11 year 12
did the final Year 12 movie and even

[00:04:40.480]
charge my students to pay me because I
did it so well.

[00:04:44.760]
It was the day to day because I made
a DVD back then and stuff like. That's gold.

[00:04:48.560]
And my Mum got so mad at me doing
it because I spent all this time

[00:04:55.920]
doing the high school video instead
of studying for my exams and my final

[00:04:59.880]
school exams, that she said,
stop doing that video.

[00:05:04.560]
You'll never make a career in film and
screw you, mom, I'll show you.

[00:05:09.680]
And hold my

[00:05:11.560]
Powerade. Yeah, exactly.

[00:05:13.120]
And basically since then I've
done pretty much everything in film.

[00:05:17.120]
And I got to I also don't my Mum is

[00:05:20.160]
amazing and my Mom and Dad are amazing
because after my grandfather's camera they

[00:05:23.560]
realised that I was doing it so
much they bought me my first camera.

[00:05:26.040]
So I can't blame them. They came back, came around
Thailand and they bought a crappy little

[00:05:31.440]
Zoom video camera.

[00:05:33.200]
This is the day I was editing on a VHS

[00:05:36.800]
player and stuff from trying to press record was

[00:05:39.040]
did not have computers You were alive when VHS was a thing?

[00:05:43.400]
Oh, man.
Yes, I was a big Toy Story VHS.

[00:05:46.520]
That Toy Story VHS got a play and a run

[00:05:49.880]
through started linking those
things which got to the end.

[00:05:53.200]
And I love the VHS that they got all

[00:05:54.920]
the way to the end and they
rewound themselves.

[00:05:58.040]
So they stopped at the end
and they rewound themselves.

[00:06:00.680]
So I usually just sit there and then
literally do something in the credits

[00:06:04.880]
and then all of a sudden
the movie would be playing again.

[00:06:06.560]
We'd be like, well, let's watch it again.

[00:06:08.600]
And that's we just repeat
movies over and over again.

[00:06:11.000]
But I'm going to do that with Grease.

[00:06:13.480]
Oh, yeah.

[00:06:15.040]
That's one movie that I've gotten halfway
and people are going to judge me for this.

[00:06:18.440]
But I got halfway through and went,
what is this like?

[00:06:21.720]
I love I love the songs.

[00:06:23.120]
I've listened to the songs a thousand
times, but the movie is stupid.

[00:06:26.360]
I thought if this was one of the weirdest
movies ever and I was just like, yeah.

[00:06:31.680]
And heck, especially the the song and
dance at the end, that they're all just singing.

[00:06:36.920]
I thought that's what
high school was like.

[00:06:39.680]
Hmm.

[00:06:41.400]
Well, to be honest,
it's like the generation after that was

[00:06:44.560]
High School Musical
and that was just a stupid yes.

[00:06:47.520]
So

[00:06:49.720]
let's not talk about that.

[00:06:50.800]
I feel like I'm just going to lose
a few people in this podcast.

[00:06:53.560]
Yeah.

[00:06:54.800]
So you've gone from growing up

[00:06:57.040]
and realizing that you're actually pretty
bloody amazing at video production.

[00:07:03.520]
Yeah, well, that from pretty
much from that I,

[00:07:07.160]
I was already working

as soon as I finish high school,

[00:07:10.520]

I got a job with a local filmmaker to do wedding videos and never do that again.

[00:07:16.160]

Hated wedding videos. I feel like that's a very consistent response from many people

[00:07:22.320]

in the wedding photography and video industry.

[00:07:25.680]

If you want to make money, it's a great thing to do.

[00:07:30.120]

Go, go do wedding videos if you're in the film industry to make money.

[00:07:33.680]

But if you're in it to story tell, in it

[00:07:35.360]

to collaborate with some good people

[00:07:36.880]

you're in the wrong department because you're working with people on their highest

[00:07:40.480]

stress day trying to make everything sooo perfect.

[00:07:44.000]

And then if you do not deliver the perfect video for them,

[00:07:46.760]

the best quality that they're looking for, don't get upset at you.

[00:07:50.080]

Then, like I remember some people when I was doing wedding videos that would yell

[00:07:53.920]

at me because I didn't get their real mother in the video.

[00:07:56.320]

And I was like, she was the one that was on your side.

[00:07:59.000]

And then she's like, No, that was my Step-Mum, like you didn't give me a family tree.

[00:08:02.360]

How was I meant to know that that was the real Mum?

[00:08:05.480]

You are hanging out with that on the most?

[00:08:09.560]

Oh, it's just like Game of Thrones. You need the family map.

[00:08:14.280]

I literally did. I needed a scroll.

[00:08:15.880]

I actually started asking for it.

[00:08:17.760]

But to be honest, I can't I can't

[00:08:21.240]

say that was a bad thing because yeah, literally renting.

[00:08:25.240]

I bought my first camera, took a small loan and after two weddings I

[00:08:29.840]

paid it off because things were paying about five grand a pop back then.

[00:08:33.680]

That's a return on investment.

[00:08:35.120]

DVD's and DVD's so for about a week's

[00:08:37.400]

worth of work you're getting five grand as an eighteen year old.

[00:08:39.520]

I was like sweet, whatever.

[00:08:41.880]

And then from there I decided to leave

[00:08:45.000]

that and I had a friend that was a very, very talented musician.

[00:08:49.320]

And he basically asked me if I wanted

[00:08:52.320]
to be his tour manager and create some
video content while we were on the road.

[00:08:56.880]
And I was like, yeah, sure,

[00:08:57.800]
this is before this is YouTube had
just come out of this as well.

[00:09:01.400]
I was just like, yeah, OK,

[00:09:03.200]
we'll just do some stuff and we'll
just I was just filming.

[00:09:06.000]
I had one professional camera and like
three crappy little Zoom cameras still

[00:09:11.240]
with DV tapes as well
was still working with DV tapes

[00:09:14.040]
and trying to capture
that stuff on the road.

[00:09:16.160]
And yeah, we made a bunch of live videos.

[00:09:18.720]
He he's still like touring an amazing
musician, very, very well known.

[00:09:23.720]
And basically, me and him still great mates

[00:09:26.760]
but we did documentaries on his life

[00:09:28.640]
and stuff like that when he was
he was like eighteen at the time.

[00:09:32.480]
I was nineteen.

[00:09:33.440]
And then yeah,
I worked with a lot of musicians after

[00:09:36.160]

that being tour managing and working in the film industry there.

[00:09:39.960]
But then I realised I wanted to actually work.

[00:09:44.640]
In the actual film industry and during tours is I actually had a weird

[00:09:49.280]
friend asked me to come work on a Bollywood shoot down

[00:09:52.280]
in the Great Ocean Road, and it was a two day and you had to be

[00:09:56.280]
a basically a runner a.k.a they're called the bitches of sets and you just drive

[00:10:01.240]
everyone everywhere to just do errands for everyone.

[00:10:04.480]
So I was the bitch of the set.

[00:10:05.760]
And basically from there I was just like, oh yeah, I wouldn't mind doing this

[00:10:10.840]
for a full time job or at least just trying to get into the film industry.

[00:10:14.400]
And I called all the right people accidentally.

[00:10:18.480]
I was just like, hey, do you know anyone that's got a job?

[00:10:20.920]
And they're like, no, I don't.

[00:10:22.000]
But I have someone else that does, call this person.

[00:10:24.400]
I called this one person and she was like,

[00:10:26.960]

and people don't know this about me,
but I have huge dreadlocks at the time.

[00:10:31.360]

Wow.

Yeah.

[00:10:33.000]

All the way down my ass.

[00:10:34.440]

Huge long dreadlocks.

[00:10:35.640]

I always wanted long hair when I was

[00:10:37.120]

a kid, but I didn't want

to hail like Fabio.

[00:10:39.440]

So I was like the only other options dreadlocks.

[00:10:41.240]

So I had good maintained

[00:10:45.360]

good maintained dreadlocks even like they
can't say that they weren't gross, they were

[00:10:49.000]

but out of dreadlocks, they were the good quality

[00:10:54.840]

Yeah.

[00:10:55.040]

Like someone that kind
of washed his dreadlocks.

[00:10:57.800]

Look, but anyway,

[00:11:00.680]

I called this one person and she's like,
yeah, I've got a feature film coming out.

[00:11:04.320]

And I was like, and this was my first job

[00:11:05.960]

off the Bollywood working
on Bollywood for three days.

[00:11:08.920]

And I was like, cool, I need to I
want to work on a feature film.

[00:11:11.680]

And she's like, I've got one coming up

[00:11:13.360]

in about a month's time,
come down and meet me in Melbourne.

[00:11:16.280]

And I was in Sydney at the time and I

[00:11:17.800]

literally got on a train because there was no flights and I couldn't afford

[00:11:20.640]

to fly back then. I jumped on a train and got
a train all the way down to Melbourne.

[00:11:25.240]

And she's like, and I'm like,
I'm in Melbourne.

[00:11:27.120]

And she's like, what do you mean?
I'm like, I'm going to meet you.

[00:11:29.440]

And she's like, weren't you in Sydney?

[00:11:31.360]

Like two days ago I was like,
Yeah, I got here yesterday.

[00:11:33.400]

And she's like, OK, let's go,
come and meet me in the office.

[00:11:37.320]

I just want to make sure
you're OK for this. I met her and

[00:11:42.520]

basically, she met me and she was like,

[00:11:45.320]

this is great, I'd like who you are, I'm a bit
concerned about the dreadlocks.

[00:11:48.600]

So she had to go talk to

[00:11:50.960]

the boss and we call him
Big Fat Tony as well.

[00:11:53.840]

He loved to sing and he

was a big, fat, Tony guy.

[00:11:56.280]

And he went

[00:11:58.040]

she went around the corner
just like this guy.

[00:11:59.720]

I could hear it because it was
thin walls, she's like I've got this guy.

[00:12:02.480]

He's he's awesome.

[00:12:04.920]

I think he's going to be good for the
position, but he's got dreadlocks.

[00:12:07.480]

Are you OK with that?
He goes I'm big and I'm

[00:12:09.160]

fat, who cares, just hire him and I got my job.

[00:12:12.400]

And that was luckily enough.

[00:12:13.800]

That job had Clive Owen,
Jason Statham and Robert De Niro on it.

[00:12:17.840]

So I literally had all the top actors
and I was like, how do I get here?

[00:12:24.160]

And I what a way to pop your cherry! Pretty much.

[00:12:27.920]

And then after that,
I literally knew everyone in the industry

[00:12:32.040]

from that one job and worked
for about five years in the industry.

[00:12:36.160]

And but it's high, intense for anyone
that wants to work in the industry.

[00:12:40.800]

You've got to be able to work 10 to 14
hour days, 10 hour days minimum.

[00:12:44.760]

But usually you're doing a lot of overtime

[00:12:46.320]

in Australia because we do have a union,
but not as a Americanised union.

[00:12:50.280]

That's why everyone comes to the shoot,
that we will work overtime.

[00:12:53.840]

And yeah, basically we
got to get to five years.

[00:12:57.560]

And I was a bit burnt out and I was like, OK,
how about I run my own production company

[00:13:01.000]

and I started doing documentaries
and travelling the world and did that.

[00:13:05.920]

And then during that time
I had heaps of companies.

[00:13:10.240]

This is from when I first started to about
it was about ten years after.

[00:13:15.400]

This is when YouTube Facebook was allowed.

[00:13:17.280]

At this point, everyone wanted content,

[00:13:19.400]

everyone wanted to jump on Facebook,
social media, all that kind of stuff.

[00:13:22.520]

Everyone was asking us to do
videos for about five.

[00:13:25.840]

They want the guy coming up in the West.

[00:13:28.320]

We want five videos
for five hundred bucks.

[00:13:31.600]

And I'm like, guys,
my videos started two grand each.

[00:13:35.560]

You can't like I can't do videos for five hundred bucks or just cut these costs.

[00:13:39.720]

I'm like, no, I don't drop my quality.

[00:13:41.920]

And then I had one guy.

[00:13:43.280]

People ask me so many times I was like, this is one real estate agent.

[00:13:45.960]

And I was like, okay man.

[00:13:47.680]

How about I teach you how to make your own videos?

[00:13:50.080]

They're not going to be as good as mine.

[00:13:51.200]

But how about I teach you how to make your videos?

[00:13:54.000]

Let's just sit down for a day.

[00:13:55.120]

You pay me five hundred bucks and then you

[00:13:56.680]

can make all the videos, one for five, five hundred dollars on your smartphone.

[00:14:00.280]

I'll take you on the spot. And he's like, cool, awesome.

[00:14:03.280]

He's like, I don't need to buy any equipment.

[00:14:04.480]

I was like, now we'll just I'll show you some of the videos we might need to get

[00:14:07.240]

to a tripod and microphones and stuff like that.

[00:14:09.760]

But let's I'll go do some research.

[00:14:12.480]

I did some research,
found the accessories and then

[00:14:16.360]
went to him for five hundred bucks.

[00:14:17.680]
I told him and then basically he was like,

[00:14:19.440]
this is amazing and started
making amazing video content.

[00:14:22.720]
And then I was like, cool.

[00:14:24.360]
We had heaps of people
asking more and more.

[00:14:26.320]
And then after that, the production,
the production company,

[00:14:29.920]
our business partner at the time that
started taking over our professional work.

[00:14:34.840]
So I literally said to my business

[00:14:37.240]
partner, I was like,
how about you take the business?

[00:14:39.440]
I take this smartphone thing
and I'll start that myself.

[00:14:43.800]
And she was like, yeah, great.

[00:14:45.240]
And she went off and did that.

[00:14:46.520]
And I still freelance as
a full time filmmaker now.

[00:14:49.360]
So I do about fifty percent teaching

[00:14:51.320]
people and fifty percent actually making
videos for clients as well still.

[00:14:55.320]

So and yeah that's basically
how Tap Edit Go started.

[00:15:00.840]

A big crazy journey, that's probably
about twelve years since I first started.

[00:15:05.360]

That is amazing.
Yeah.

[00:15:07.000]

There you go, there's my story, just to see like
the different, you know, like

[00:15:13.560]

parts of the decades and how technology has

[00:15:17.320]

changed since then, obviously
know your interest in something has now

[00:15:22.240]

become that answer to people's
needs is, well, awesome.

[00:15:28.960]

Yeah, it was a luck to be honest,
my life is a long list of luck, like,

[00:15:35.760]

oh, no, no, it's it's you
it's a hundred percent.

[00:15:39.800]

Do make your own luck.

[00:15:41.000]

You totally make your own luck.

[00:15:42.920]

Luck comes around when
you take an opportunity. That's true.

[00:15:45.400]

So my life has just been going,
I'll take this opportunity, go with it,

[00:15:48.840]

take this opportunity,
go with it when it offers it.

[00:15:50.880]

Like I know so many people that have
opportunities, I've even

[00:15:54.480]

presented opportunities in front
of my friends and I say I can't.

[00:15:57.440]

I'm too busy with work, I've got this.

[00:15:59.040]

And I'm like, well,
you're missing out on a new direction or

[00:16:02.440]

something that's going
to lead to something else.

[00:16:04.160]

If you stay on the same path,

[00:16:05.560]

you've got one direction,
you've got one map,

[00:16:07.600]

but you're not going to go on the cool
adventures that you want to.

[00:16:10.160]

I'm a big person that believes adventures,
are kind of life.

[00:16:13.240]

I love just going on wild
adventures, not knowing.

[00:16:16.080]

But I understand people need some
clarity and need some security.

[00:16:20.400]

I've never been a person that needs
to be honest during this coronavirus.

[00:16:23.840]

This is the first time I've rented
anywhere for the last four years.

[00:16:26.640]

I've lived in advance the last
four years when I travel so much.

[00:16:30.640]

And so I live in a van
in Australia and travel around.

[00:16:33.160]

So I have friends places when I need
to then travel around America,

[00:16:36.600]

I travel around South America
wherever I need to go.

[00:16:38.800]

And and because this business took over,
I was we had to travel.

[00:16:42.040]

There was no way I was
going to rent, it costs too much

[00:16:46.760]

but we're all in lockdown.
I pay rent now, so.

[00:16:49.480]

Yeah.
Well, at least you're not in Melbourne.

[00:16:53.560]

Not now, but we don't know
what's going to happen anyway.

[00:16:55.960]

Let's not talk about that because we could

[00:16:57.360]

go on a rant, goodness me loving,
loving life right now.

[00:17:02.840]

Everybody is. Now
this whole podcast is all about helping

[00:17:09.360]

the people listening in that business
owners, business leaders, entrepreneurs,

[00:17:16.520]

even just self leaders in their own lives

[00:17:19.840]

implement their own version
of a value driven brand.

[00:17:23.720]

And, you know, considering what you have
achieved in what short space of time,

[00:17:29.800]

a decade and a bit,
you know, I love that you

[00:17:34.800]

as a business and the person delivering so
much value to people all over the country.

[00:17:40.080]

And

[00:17:41.960]

I understand you're now in a position where you're taking it digitally.

[00:17:47.160]

Yes. Pivoting.

[00:17:48.200]

As most people have to pivot at this point.

[00:17:49.960]

But, yeah, absolutely so.

[00:17:52.520]

And by the way, we're going to talk a little bit more

[00:17:54.760]

about the Tap Edit Go courses very soon.

[00:17:59.560]

But in your experience, what

[00:18:04.240]

what's that thing what's that tactical piece of information that you would give

[00:18:09.000]

somebody listening on how they can deliver their own value driven brand?

[00:18:14.880]

Well, I got an amazing piece of advice when I was very young.

[00:18:20.880]

Is that because people think that you buy

[00:18:22.920]

products is online, everyone buys this because this buys this.

[00:18:28.000]

Yeah, people do.

[00:18:29.440]

Sometimes if you're buying directly just from online stores or anything like that.

[00:18:33.040]

But if you run a physical location, if you're even doing a service,

[00:18:36.720]
people don't buy products, people
by the people providing the products.

[00:18:42.000]
So people buy for customer service,
basically, that's it.

[00:18:45.320]
And most of the value is the person.

[00:18:47.440]
People don't really believe that,
that having connection with your buyer

[00:18:52.080]
and what you can actually
provide to them is great.

[00:18:54.600]
And I believe it's true.

[00:18:56.120]
But it's the same experience even
if you sell a product online.

[00:19:00.920]
People want that connection
of you showing them how to do it.

[00:19:04.480]
You showing them
what's the best way to do things,

[00:19:08.120]
what's the best way they want
to become like the inventors.

[00:19:11.240]
They want to be the first buyers.

[00:19:12.920]
They want to be anything.

[00:19:14.960]
They just want to be part of your journey.

[00:19:16.600]
And you providing some sort of customer
value to them is what you need to do.

[00:19:22.160]
The value is really in being
a provided to the customer.

[00:19:26.720]

So whether it's you invented this new product, you deliver it.

[00:19:30.800]
People think Facebook, everyone goes the Facebook story,

[00:19:34.080]
even the Facebook movie that we all watched, it wasn't about Facebook.

[00:19:37.000]
It was about Zuckerberg.

[00:19:38.600]
These people feel when you think Facebook, who's the person behind Facebook?

[00:19:43.200]
It was.

[00:19:44.640]
Zuckerberg story, and who is the person

[00:19:46.960]
behind Apple, it's Steve Jobs story, who's the person behind Microsoft?

[00:19:51.800]
We all have followed these journeys

[00:19:53.520]
of these big companies that we pay for as their products.

[00:19:56.480]
But we know the story.
We know the history.

[00:19:59.120]
We know the value of what they give to us.

[00:20:01.400]
But even like Apple is probably one

[00:20:03.440]
of the best
people to provide customer service,

[00:20:06.200]
I think everyone gets mad at technology because we don't understand. Preach!

[00:20:09.320]
I completely understand.

[00:20:11.880]

Everybody's fine with that.

[00:20:12.920]

If you hate Apple, but you're not really

[00:20:14.440]

hating the customer service they
provide because they provide amazing.

[00:20:18.200]

Because it is all about what they teach is

[00:20:20.240]

they teach you
to basically they teach their staff

[00:20:24.840]

members to make sure that they give you
the best experience in buying a computer

[00:20:30.120]

or making sure that the technology
works for you and your name.

[00:20:34.040]

They every time I've been there, I'm like,

[00:20:36.040]

my computer stuffed and it's not working
if they realise it's not working.

[00:20:40.440]

They give me a brand new computer sometimes.

[00:20:42.600]

If you know,

[00:20:46.440]

in Australia,
I'm not sure where everyone's listening

[00:20:48.880]

here, there's different laws,
different countries and stuff like that.

[00:20:51.320]

But if I have a law where if it's
not working on the actual computer's

[00:20:55.800]

fault, they have to replace
it within two years.

[00:20:58.960]

Yeah, but basically
I say to to the people listening out

[00:21:04.400]

there, it's people are buying you, they're not buying your products, they buy you.

[00:21:07.920]

And if you you can justify any price of any product, if you give them some sort

[00:21:13.920]

of service, you give them something extra that they never expected.

[00:21:17.480]

So I do a range of different things to make sure I produce value to people

[00:21:22.480]

because, yeah, you can go you can learn this stuff on YouTube.

[00:21:27.680]

You can learn anything pretty much for free these days.

[00:21:30.400]

It's we could always learn anything for free.

[00:21:32.160]

If you were willing to go through

[00:21:33.440]

a library and filter through the information.

[00:21:36.320]

If you need the certification, then that's a different story.

[00:21:39.440]

But film making is a trade.

[00:21:42.040]

You never need the actual certification to actually do it.

[00:21:45.640]

If it's good enough and looks good enough,

[00:21:47.400]

you can charge for it and people are willing to pay.

[00:21:50.400]

There it is.

[00:21:51.040]

So my value, I would just say the values
in the people and the stories you tell.

[00:21:56.040]

Yeah, so and that I love that because
in the stories that you tell,

[00:22:01.240]

that is what your business is in this,
in essence, helping other businesses do

[00:22:08.520]

through the creation of content
and and being, you know,

[00:22:13.440]

the brave well, being brave to just start
something rather than waiting

[00:22:17.960]

for something to be so polished
and perfect and and just get out there.

[00:22:23.720]

Perfect is the keyword their to be honest,

[00:22:25.640]

because I was a huge perfectionist,
that first video that the reason

[00:22:29.440]

that my mum got super upset at me about
spending I all the time on the high school

[00:22:35.000]

movie was it took me about three months
because I tried to make it perfect,

[00:22:41.240]

spend so much time tweaking and adjusting
and doing this and learning more.

[00:22:45.160]

And then it paid off in the end
because it gave me a career out of it.

[00:22:48.680]

But

[00:22:51.360]

people really these days focus

[00:22:53.400]

on the quality of their work
and not the content itself.

[00:22:56.560]

And I always said to all my clients, it's not about quality, it's about content.

[00:23:00.840]
Like the reason this business started, because I could have taught businesses how

[00:23:04.920]
to shoot videos on DSLR's those big, big cameras.

[00:23:08.840]
Let me see, if I've got one kind of looks like this,

[00:23:12.280]
like teach you how to make a whole video on something like that.

[00:23:14.840]
And it's just not it's too hard.

[00:23:17.600]
It took me two years to work out how

[00:23:19.040]
to use one, but everybody knows how to use a smartphone.

[00:23:22.240]
It's just the extra film making techniques to have a little bit of extra quality.

[00:23:26.360]
So it doesn't look like it's amateur.

[00:23:28.880]
But I just tell people, people still focus on quality.

[00:23:32.000]
They go, well, I need to make it look amazing.

[00:23:34.160]
The lighting needs to be perfect.

[00:23:35.320]
The audio needs to be perfect.

[00:23:36.400]
I'm like, no, to be honest,

[00:23:38.120]
even most businesses, they design a prototype and they get

[00:23:43.160]
something that looks amateur
and they test it out in the market.

[00:23:47.280]
And this is why Facebook is so good.
and most the Internet,

[00:23:50.000]
you have a market already that's
following you, you get to test that.

[00:23:53.800]
You're avid advocates they're your first

[00:23:57.720]
word, first adopters, first adapters.

[00:24:00.800]
I can't even remember what they were,
the people that loved you first.

[00:24:03.960]
And they're trying they're willing to try
out with you, test things out on them.

[00:24:07.280]
I have a whole group
of people I call Tap Edit Goers.

[00:24:10.400]
Is that one I have a new training
or new little bit of advice I got.

[00:24:15.240]
Hey, guys, who wants to try this out first?

[00:24:17.840]
So we've just when we're
pivoting because my business is only

[00:24:21.120]
a year and a half old,
we did one course and one course only.

[00:24:24.400]
It was a physical course.

[00:24:25.600]
We've had to keep it online.

[00:24:26.640]
We did our first,
but people loved it online because people

[00:24:29.720]
learn differently online than

they do in a physical course.

[00:24:32.320]

Then we did some advanced stuff and we

[00:24:33.800]

just keep testing it out on different people and my Tap Edit Goers are like, yeah, this is great.

[00:24:38.320]

And they give me honest feedback and I'm like be as brutal as you want because I think

[00:24:42.280]

but the best thing is they've been on the journey

[00:24:44.040]

with me from the very start, and if we ever change and we ever do

[00:24:48.480]

something different, which we've got big plans to do different

[00:24:50.960]

things, they're going to be the first ones that I'm going to approach and people don't

[00:24:54.600]

really respect your Facebook followers as people that know how gritty things are

[00:25:00.360]

and know you from the start, no one in my Instagram post wants to be perfect.

[00:25:05.480]

No, it doesn't need to be perfect.

[00:25:07.080]

It needs to be up there.

[00:25:08.400]

It needs to just have content.

[00:25:09.960]

Its content over quality really is what I say to people.

[00:25:12.400]

So you want to get good value, just going to deliver value.

[00:25:15.480]

You can't just go on.

[00:25:16.520]

I need to deliver amazing
the best, perfect value.

[00:25:19.800]

I'm like no test out crappy value and see

[00:25:22.320]

if people like that because you never
know what people are going to like until

[00:25:25.960]

you can think and you can guess

[00:25:27.760]

but that's why we do feedback forms.

[00:25:30.640]

This is why we do this and everything.

[00:25:33.480]

Feature films do that.

[00:25:34.680]

TV shows, when they do,
they call them pilots for a reason.

[00:25:39.200]

They do a pilot episode,
which is the first episode,

[00:25:41.520]

and they give it to a test
audience to see if they like it.

[00:25:44.560]

They go get a room full of a diverse range
of different people from age, gender,

[00:25:49.720]

race, whatever it is, and go,
Hey guys, do you like this TV show?

[00:25:52.760]

And they go, do it like that.
So did like it.

[00:25:55.720]

And then they have to go reshoot
the pilot if it was bad.

[00:25:58.320]

Yeah.
And then and then in businesses it's called

[00:26:01.640]

a is a minimum viable product. An MVP.

[00:26:05.640]

Yeah.

You've just got to have something that's

[00:26:07.720]

basic, that works, that's trying to show
what you're trying to achieve and then

[00:26:12.160]

deliver it to the audience
and see what they think.

[00:26:14.760]

And if they think it's good then you
upgrade from there,

[00:26:17.240]

you try new quality because if live videos
work for you, great, do live videos.

[00:26:22.320]

But I have a love hate relationship with
videos because people do them poorly. Right?

[00:26:27.600]

Yeah.

I really have a huge love hate

[00:26:30.360]

relationship with just
because this is what I find.

[00:26:33.120]

This is what people
basically do with live videos.

[00:26:35.240]

And this is why I had so much Facebook
told you that you need to do live videos

[00:26:40.200]

because we will get you to reach
more people and find your video.

[00:26:44.680]

And your content is never about reach.

[00:26:47.520]

It's about engagement.

[00:26:49.040]

It's about holding people to watch
from the start to the finish.

[00:26:52.480]

Because if I made a video that

[00:26:54.240]
if I shoved a video in front of people's
faces on the street, that's reaching them.

[00:26:58.480]
But unless they stop and actually watch
it, then it's not it's not valuable.

[00:27:03.960]
Putting it out there
to the world is great.

[00:27:05.520]
But if it's crap people, it's a bad video.

[00:27:09.400]
So it's not about the reach, it's about
who watched it from start to finish.

[00:27:12.960]
So you always want to see the amount

[00:27:14.520]
of views, not the amount
of people it have reached.

[00:27:16.840]
That's yeah.

[00:27:17.840]
I think this is how much people when
Facebook first started, they said, hey,

[00:27:21.400]
do Facebook videos because
we'll reach more people.

[00:27:23.880]
And I just wanted the numbers to say,
you reached this amount of people.

[00:27:27.680]
Wow, look, how could
you d, pat on the back.

[00:27:29.760]
No, it's not about that.

[00:27:30.760]
This is what people used to go,
oh, hey, Facebook world how are you.

[00:27:33.880]
Well, I'm going live
because Facebook told me to.

[00:27:40.440]
This is my house.

[00:27:43.360]
This is this is my cat.

[00:27:45.280]
His name's Tom.
Tom cat.

[00:27:47.720]
Got nothing else to say so byyyyyee.

[00:27:51.800]
It's the worst.
It's my most hated videos.

[00:27:54.720]
There's only two reasons
you do live videos.

[00:27:56.400]
And if people want to value live and do

[00:27:58.920]
live videos, reach more people,
they're going to have a purpose.

[00:28:01.680]
And there's a purpose to live videos.
There's only two.

[00:28:04.360]
There's only two reasons you do it.

[00:28:05.960]
The first one is you're
trying to interact.

[00:28:08.680]
You're trying to give
information to the audience.

[00:28:10.760]
Lot of people need to hear this
information live like it's it's new.

[00:28:16.080]
People have never seen it before.
They want to hear.

[00:28:18.120]
We actually

[00:28:20.280]
probably shouldn't tell the full
story, I can't tell the full story.

[00:28:23.040]

But I'm proud enough to say as an owner

[00:28:25.200]

of the Tap Edit Go business, we actually saved a town with a live video.

[00:28:29.920]

There's a town that was going through a bushfire in Tathra.

[00:28:32.680]

This is not the big bushfires

[00:28:33.800]

that happened in Australia was the year before that.

[00:28:36.160]

Basically, it's a tourism town and the news fire went through it.

[00:28:40.920]

News was going crazy and just saying the whole town's gone.

[00:28:44.960]

So everybody cancelled for the holidays. Everyone was.

[00:28:47.640]

I was just before Easter holidays.

[00:28:49.400]

Everybody said every single person cancelled.

[00:28:51.560]

It's just but we're not going to do this.

[00:28:54.480]

And then from there,

[00:28:56.120]

I called up the one of my clients who was Caravan Park, their caravan park resort.

[00:29:01.760]

And I was like, what's going on?

[00:29:02.880]

And she's like, everybody's cancelled. I don't know what to do.

[00:29:04.520]

We just started calling everyone.

[00:29:06.160]

And I was like, why are you phone calling?

[00:29:07.560]

Can you do a live video right now?

[00:29:09.960]

And then like.

[00:29:11.480]

Well, OK, well, first of all,
I'm too tired, I don't want to do it,

[00:29:15.560]

and the video was amazing, but people were
looking for the information right there.

[00:29:20.000]

And then the video, they had a thousand

[00:29:22.960]

thousand followers at the time
and fifty thousand people viewed it.

[00:29:28.400]

It reached them.

[00:29:29.520]

Only fifty thousand people viewed the
video, it got shared over a thousand times.

[00:29:34.880]

We looked at all the back end and people
watching her from start to finish.

[00:29:37.640]

And their thing that they said in their

[00:29:40.520]

live video, which I always recommend
people writing a script for their loved

[00:29:44.040]

videos, write a script and perform it,
rehearse it, don't just

[00:29:49.520]

run rehearsed anyway,

[00:29:52.240]

and their call to action
at the end of their live videos.

[00:29:56.120]

We love your support.
We love your thoughts.

[00:29:58.080]

We love your prayers.

[00:29:59.520]

But we need you to come
to Tathra, our town.

[00:30:02.120]

All the businesses here pride on tourism
coming here for these two holidays,

[00:30:06.440]

Christmas, Easter and Christmas,
because everyone canceled Christmas as

[00:30:09.520]

well, because everyone booked
the holidays 12 months in advance.

[00:30:13.000]

And then basically they said,
we just need you to come to Tathra.

[00:30:16.360]

So everyone rebooked that cancelled,
oh, Christmas and Easter.

[00:30:20.160]

So town was saved.

[00:30:21.920]

But the greatest thing
that happened is that Easter.

[00:30:24.920]

Easter opened up, the doors opened up,

[00:30:27.200]

town opened up because they had to close
the town to get rid of the ash and stuff.

[00:30:31.080]

Town opened up first,
people rock into the park.

[00:30:33.760]

And it's a family with three kids,
husband, wife and three kids.

[00:30:38.520]

They dropped in and my friend,
who owned the resort.

[00:30:41.720]

She said, Oh, thank you so much
for coming. What's your booking?

[00:30:44.240]

You know, like we don't have a booking.

[00:30:46.760]

We watched your live video.

[00:30:48.440]

You told us to come.

[00:30:49.640]

We're here.

[00:30:51.120]

And she panicked because five people were
rocked up because check-in's at two

[00:30:57.080]

and they were there at ten and she's like,
why are you so early?

[00:30:59.720]

And then five more people were rocked up

[00:31:01.320]

that had driven through the night to get
there, to support them, to support them.

[00:31:06.400]

So basically, they called the council.

[00:31:08.360]

I know that they called the council to see
if the council had any spaces in their

[00:31:14.640]

caravan parks because there was more parks around the town.

[00:31:17.000]

And they said no,
but just put them anywhere.

[00:31:19.280]

So they were basically it became

[00:31:21.000]

a festival for that night and that whole full Easter

[00:31:25.000]

is that people were just squatting in

[00:31:26.360]

car parks on the street, on the beach,
people that had paid for sites,

[00:31:30.360]

for sharing with people

that hadn't paid for sites.

[00:31:33.120]

And basically it saved the town cause all

[00:31:35.760]

the cafe's got the best
revenue they ever did.

[00:31:38.360]

And they did that way.

[00:31:39.200]

But it was producing information
live to people right there.

[00:31:43.520]

And that was their value,
was that they were saying we need to give

[00:31:46.520]

you value, which is the information
the news is wrong with.

[00:31:50.120]

But no one died, which is great.

[00:31:52.480]

We lost a few houses,

[00:31:54.160]

all the bushes burnt, but the town is
fine and we need you to come back.

[00:31:57.840]

And that was the value they
wanted to give to people.

[00:32:00.360]

But if you're ever doing a live video,
I say to people that you need to give as

[00:32:06.320]

much value as you can
and you need to interact with them live.

[00:32:10.880]

Don't just make a video and then
say, oh, yeah, we're just going to put

[00:32:14.480]

this out and just see how it is people
want to interact with you live.

[00:32:18.000]

So make sure your live
videos are interacting.

[00:32:19.880]

This is the information live is great.
That's the first thing.

[00:32:22.840]

That's the same reason we watch live sports

[00:32:26.000]

it is like Q&A's, make sure you
have a plan with your Q&A's,

[00:32:29.440]

and if you're going to do live to a Q&A's
and please, please anyone listening out

[00:32:33.840]

there, please do not do this because it
is another hated thing for me is go like this.

[00:32:38.400]

Do a live video by yourself.

[00:32:40.080]

That's Q&A and go give me one sec.

[00:32:42.320]

I'm going to read through
all the comments.

[00:32:45.920]

Who else is saying something

[00:32:48.400]

that is very unprofessional
and very boring.

[00:32:51.720]

I moved on straight away.

[00:32:53.200]

How should they do it?

[00:32:54.920]

They should have a staff member or friend
watching the live video,

[00:32:58.120]

writing the comments down,
and when there's a gap of the person

[00:33:00.880]

saying something, then the person behind
the camera says, hey, Wes, Steve

[00:33:06.560]

online has just asked on the live video.

[00:33:10.040]

Can you tell him how he gets his audio better?

[00:33:12.400]

on his smartphone?

[00:33:13.160]

And then I go, thanks so much Steve for asking that question or have

[00:33:17.240]

put up a post and say, hey, guys, I'm going live on Tuesday.

[00:33:20.320]

Does anyone have any questions now?

[00:33:21.600]

I'll answer them live thing and then have some backup questions.

[00:33:26.520]

Don't wait out people live, make sure you

[00:33:27.200]

give value and you have some sort of structure, the best live video.

[00:33:31.680]

So we're going into live videos,

[00:33:32.960]

but that's fine, but practical and it's creating value.

[00:33:37.160]

I love this is this is the best live video

[00:33:40.040]

I've ever seen ever out of all the videos of the same.

[00:33:44.160]

This is this is an unprofessional smartphone.

[00:33:46.120]

Live video, by the way.

[00:33:47.120]

This is not watching the surfing live on Facebook

[00:33:50.360]

because I do that all the time because I love to.

[00:33:52.040]

But it's not like watching sports
or watching anything like that.

[00:33:55.240]

This is someone that's just done something

[00:33:56.560]

simple on their smartphone,
live video, and it's the best.

[00:33:59.840]

It was run by a radio station
in Melbourne called Fox.

[00:34:03.560]

And I still can't find the video to this
day because they didn't post it.

[00:34:06.680]

It was just so live.

[00:34:07.920]

It went for two and a half hours
and it didn't have a single.

[00:34:11.600]

And they did the greatest thing,
which was they were trying to interact

[00:34:15.160]

with the audience live and almost any
business can do this, it's amazing.

[00:34:20.840]

All it was, was a house.

[00:34:23.000]

And they didn't even get
permission to film the house.

[00:34:25.360]

The house had the number big number

[00:34:27.080]

sixty seven on.

[00:34:28.800]

And they filmed it from across the road
from that house so there was a public road

[00:34:32.520]

on a footpath in front of them and on
the other side of the road as well.

[00:34:35.560]

And they had a camera set up in front

[00:34:37.400]
of the camera that had a little tiny sign,
little handwritten sign that said first

[00:34:41.560]
person here gets two free
tickets to Bon Jovi.

[00:34:46.680]
And that was it.
That was the entire live video.

[00:34:49.640]
And every, you should have
seen the entire feed.

[00:34:51.960]
I jumped on a half an hour and I
thought I was way too late.

[00:34:54.520]
I saw that it was been going
live for half an hour.

[00:34:56.560]
And I was like, oh,
I'm just going to watch this.

[00:34:58.120]
I was doing some live in the background.

[00:35:00.240]
Just read the comments every now and then.

[00:35:01.640]
And people were going wild.

[00:35:03.080]
And after an hour I was like, no one's found it yet.

[00:35:05.880]
Like, I'll do a little research.

[00:35:07.440]
And I was reading through the comments.
People were like

[00:35:10.000]
Google Street Viewing trying to find
the house in Melbourne somewhere.

[00:35:13.640]
And they were going everywhere
they're going, where is this place?

[00:35:16.280]

And they're tagging their mates who were like are you on a construction site near here.

[00:35:19.720]

I think it's just go down there
and get these tickets, all this stuff.

[00:35:22.680]

And it just went wild.

[00:35:23.800]

But they were trying to interact with
the audience and anyone can do it.

[00:35:27.440]

The best thing about that video, though,

[00:35:28.960]

is that someone walked past walking their
dog past that sign and literally they said,

[00:35:34.760]

hey, mate, because was someone behind
the camera that like,

[00:35:37.440]

what's about that song? It's like,
do you want to free tickets

[00:35:39.640]

to Bon Jovi's? Like, Yes,
please grab the tickets and walked off

[00:35:42.720]

at everybody online was like,
who the fu*ck is this guy give that ticket

[00:35:47.800]

the best thing it was interacting
with the audience live.

[00:35:49.840]

They were giving comments or
feeds and all this stuff.

[00:35:52.280]

But like I've seen,

[00:35:53.400]

I gave that tip to one of my clients and they
did a great job with this they where a

[00:35:57.520]

make up facial scrubbing place they come
and you just just go get a full facial.

[00:36:03.720]

So I

[00:36:06.240]

think I know the technical term.

[00:36:08.640]

I have no idea, no it was called Skin Hub, how is that?

[00:36:11.960]

The company basically said do the same

[00:36:13.840]

premise, get your receptionist to set up
a smartphone and a little sign

[00:36:18.000]

at the reception behind the desk
and say first person to say.

[00:36:23.320]

face scrub something or just some sort of word say this to the receptionist,

[00:36:28.200]

you can get this free care package
valued at three hundred bucks.

[00:36:31.360]

They wrote that out and they put it there.

[00:36:33.800]

And literally every single person,

[00:36:36.160]

like every single person that walked
into the thing and went for four hours

[00:36:39.800]

because they were small, little following,
and no one could get there because it was

[00:36:43.160]

the middle of the day, went for four hours
and people were just sitting there dying.

[00:36:46.600]

And every time someone would come

[00:36:48.000]

in for their booking,
they would have it low enough so they

[00:36:49.760]

couldn't see the face
and they didn't say it.

[00:36:51.720]

And the receptionist would look back

[00:36:52.960]
at the camera and go,
sorry, I didn't get it kind of thing.

[00:36:56.240]
And then just kept

[00:36:58.360]
repeating literally.
It was awful for us.

[00:37:00.400]
Someone came in, was like,
let's let's just look to the Facebook.

[00:37:03.240]
Is that a real.
She's like, yeah, what's the word?

[00:37:05.680]
She's like this and then got a care package.
That's right.

[00:37:09.400]
So anyone could do a deal.

[00:37:11.360]
But you're trying to interact

[00:37:12.640]
with the audience, live it,
same as we're about to start our live

[00:37:16.600]
ones, is we're going to do giveaway packs
of accessories and stuff like that soon.

[00:37:22.720]
But people have to write on a post

[00:37:25.080]
the week before and then we do a live draw
and we basically say their name live

[00:37:31.120]
and unless they comment as
the live video is going.

[00:37:34.720]
They don't get the package.
It's the same thing as a meat raffle or

[00:37:37.480]
a lottery winning,
you're gotta be there to win it.

[00:37:40.640]

So if you want people watching your lives,
give them value to actually be there

[00:37:45.640]

to make sure that they need
to be there for a reason live.

[00:37:48.760]

And if you're going, hey, guys,

[00:37:49.960]

at the end of the live video,
we're going to get to do a giveaway.

[00:37:52.520]

But you have to comment.

[00:37:53.800]

If we draw your name out,
you have to comment below.

[00:37:57.480]

And if you don't,
then you don't get the prize.

[00:38:01.080]

Yeah.

[00:38:01.520]

And then we then we'll draw
the names again next week.

[00:38:04.120]

And until someone draws it, you have
a thousand dollar prize, whatever it is.

[00:38:08.080]

But that's getting people
watching you live.

[00:38:12.080]

It's great you pull it out of a hat or

[00:38:14.200]

something and people,
people's names kept getting added.

[00:38:17.520]

They have to subscribe or something

[00:38:19.000]

and the names keep get getting added
and every week you pull out a name.

[00:38:22.520]

And if the names not drawn

[00:38:25.360]
that's it, and then they tag the name

[00:38:26.720]
of the person and say, sorry,
you missed out, try again next week,

[00:38:29.760]
but make sure you watch out
over the next week anyway.

[00:38:31.760]
That's producing value.

[00:38:32.920]
As you can see, you're trying
to interact with people.

[00:38:35.680]
What you're giving value
to them, life and times.

[00:38:38.680]
Live is the key word.

[00:38:40.000]
People are like, oh, no,
I'll just do a video and just make it.

[00:38:42.600]
Want to reach more people?

[00:38:44.040]
No, no,

[00:38:48.120]
For those of you listening.

[00:38:50.120]
I implore you to go back to YouTube

[00:38:52.800]
and watch this as well so
you can really, really see Wes'

[00:38:58.560]
facial expressions.

[00:39:01.520]
I get way, too.

[00:39:04.600]
You'll also get to see may tear up

[00:39:07.680]

happy stories about bushfires as well.

[00:39:10.680]

It's all about making a connection.

[00:39:12.440]

People don't realise this.

[00:39:13.640]

And storytelling is all
about making a connection.

[00:39:15.840]

Also, I think people listening.

[00:39:17.760]

You would also just miss me,
pick my nose on the screen as well.

[00:39:20.360]

So I'll go back and watch
the back and watch it.

[00:39:23.200]

That's the to improve my YouTube views.

[00:39:26.600]

Feel free to SUBSCRIBE, exactly

[00:39:30.760]

Wes we are just about out of time but you have done such an amazing job

[00:39:35.520]

at sharing so many
fantastic points on how we can deliver

[00:39:41.480]

a value driven brand for our customers and in our
business.

[00:39:45.280]

And you just got to think about your customer and easily as well.

[00:39:49.600]

If you are intrigued or curious or

[00:39:55.000]

wanting to know more, you can catch
up with with a few different ways.

[00:39:59.240]

You can catch up with ways.

[00:40:00.560]

He's prolific on Facebook at Tap Edit Go.

[00:40:05.440]

That's definitely one of the first places

[00:40:07.520]

you can go, one of the core places
that we do our interaction.

[00:40:10.760]

So is Instagram.

[00:40:12.040]

But again, I'm just going on this topic.

[00:40:14.440]

Sorry to cut you off, but no, no,

[00:40:15.840]

I give I give value on different
platforms for different reasons.

[00:40:19.720]

So I tell people, people
think Facebook's a website.

[00:40:23.200]

It's not a place for your communities
to connect and produce value.

[00:40:26.920]

So this is the way
one of the weirdest things I do,

[00:40:30.080]

and this is just a smartphone video
tip for anybody out there is

[00:40:33.400]

that people ask me questions
on Facebook all the time and I do not.

[00:40:36.920]

And again, I said I was dyslexic.

[00:40:38.400]

I did not have time to write something

[00:40:40.520]

to type it out and try to reread it
and give you step by step guides.

[00:40:44.360]

I record videos for you.

[00:40:46.040]

I go, Hey, thanks so
much for the question.

[00:40:48.520]

Here is my answer.

[00:40:49.680]
And everyone's like,
Oh my God, it's Wesley.

[00:40:52.240]
He's answering a question to me.

[00:40:54.240]
And I'm like, it's ten seconds
of my time to answer my quick answer.

[00:40:58.120]
Your question instead of me writing out
two minutes plus I'm giving you value.

[00:41:02.280]
I'm actually giving you a personal

[00:41:03.440]
connection, which is
what Facebook's about.

[00:41:05.760]
Everyone's trying to connect.

[00:41:07.280]
It's it's social media for a reason.

[00:41:10.600]
You're trying to be social with people.

[00:41:11.960]
It's think about it
the same way when you're trying to network

[00:41:15.440]
out in the community, you're trying
to talk to people face to face.

[00:41:18.600]
You don't sit there and go, no, I don't
want to talk to let me draft my response.

[00:41:24.800]
Let me draft my response
and hand it as a flyer to you.

[00:41:28.000]
No, that's not how that works.

[00:41:29.600]
People will throw that flyer out. Yeah fu*ck flyers.

[00:41:31.520]
They want a connection so

my website is where people find out more

[00:41:35.000]
information and they can do as much
digging as they want,

[00:41:37.240]
that we even put some grammatical errors
on our website to see if anybody.

[00:41:42.760]
Yeah, but it makes people
start a conversation with you.

[00:41:45.560]
We purposely did it.
So there's I would get a twitch,

[00:41:50.120]
makes people go, makes people write to you

[00:41:52.160]
and go, hey, you've got
to just let me know.

[00:41:54.080]
You've got a bit of an issue here.

[00:41:56.040]
I'm like, well, at least
you're paying attention.

[00:41:59.000]
Thanks so much for that.
We purposely put it there to trigger you.

[00:42:02.120]
Yeah.
You trigger so much of that stuff.

[00:42:06.520]
But like I said this the other day,
I actually did a online conference

[00:42:10.840]
yesterday and I came up with this thing
because people people ask me about you

[00:42:14.480]
what's what's the difference between
YouTube, Facebook and Instagram?

[00:42:18.360]
Because they're very cool
platforms for videos these days.

[00:42:21.600]

What's the difference between those three?

[00:42:23.480]

And I said to people,
YouTube is like a cinema.

[00:42:26.880]

People sit down, they actually get comfy

[00:42:29.280]

and they want to watch
a video from start to finish.

[00:42:31.360]

They go for something
they actually schedule

[00:42:34.000]

time to actually sit there
and actually pay attention.

[00:42:37.280]

Facebook is like TV.

[00:42:39.480]

They're flicking through their channels
just to find something good,

[00:42:42.200]

and as soon as they find something good,
they're like, this is great.

[00:42:46.080]

And Instagram is like
a photo album with videos.

[00:42:48.960]

They're looking for nice pictures.

[00:42:51.120]

They're flicking through an album.

[00:42:52.440]

They're like they're not reading
the descriptions, not really listening.

[00:42:55.080]

They're just like, oh, this is nice.

[00:42:56.640]

Oh, this is nice.

[00:42:57.960]

And they just want to look through your
albums and your Instagram page is your

[00:43:01.920]

photo album that they pull out
and they go, Oh, I like this one.

[00:43:05.400]
And they might have a catalogue of all
these other photos that they can see

[00:43:09.400]
in a filter search of all
these mixed jumble photos.

[00:43:12.840]
But if I want to select that one,
they pull out the album and open it up.

[00:43:16.120]
So cinema, Facebook and Instagram,
they work differently.

[00:43:19.760]
And you got to think about your videos

[00:43:21.120]
differently and the value that you give
to people on those platforms differently.

[00:43:25.320]
So make sure you introduce the right value

[00:43:27.480]
that sorry, there's another way
for you couldn't agree more.

[00:43:31.680]
I constantly, constantly tell my clients,
stop putting the same content on every

[00:43:38.200]
single platform like they're the same
thing with the same purpose.

[00:43:43.160]
They are different.

[00:43:44.160]
And you need to treat them with respect.

[00:43:47.400]
Yeah.
Sorry I cut you off.

[00:43:50.080]
No, no, no.

[00:43:51.920]
In ideal terms

[00:43:53.440]

I plan to make myself redundant
out of all these podcasts,

[00:43:59.120]

to be honest, it's the same way,

[00:44:00.360]

because I host well, I have a co-host with
me, a competitor, a direct competitor.

[00:44:05.200]

It's another thing
that we produce value at.

[00:44:06.760]

A competitor comes to me.

[00:44:08.160]

He does the exact same thing I do.

[00:44:09.960]

And he's like, Hey, man,

[00:44:11.120]

I just thought I'd let you know
I'm here in the world as well.

[00:44:13.840]

And I was like, hey,
how about we run a podcast and we give

[00:44:16.480]

value to people and we
just open the space?

[00:44:18.320]

We call it the smart phone video podcast.

[00:44:20.760]

That's just me and him talking
about smart phone video.

[00:44:23.440]

So we just go where it is
and this is what we do.

[00:44:26.200]

His name is Julien Mather
and he is awesome.

[00:44:28.720]

He works in the corporate space
a little bit more than I do.

[00:44:30.800]

I do more small business and helping

individuals out and help businesses out.

[00:44:34.960]

And it's amazing.

But yeah, he interacts differently

[00:44:38.360]

and gives value to people
differently toward what I do.

[00:44:41.400]

But we make sure we give as much value as

[00:44:43.080]

we can because people want
we give tips and tricks away for free

[00:44:47.680]

and we give most of our information
away for free as much as we can.

[00:44:50.920]

Then usually how this works is everyone's
like, I don't want to give everything I

[00:44:54.720]

have a way, because then
what am I going to sell?

[00:44:56.560]

People sell the simplicity of your plan
and someone doing it for them as well.

[00:45:02.400]

They don't buy the information
because information is free.

[00:45:06.120]

They have the information free to people.

[00:45:07.840]

But when people are like, oh, no,
I just want something that's simple that I

[00:45:10.560]

can go take off the list
and then I'm going to be good.

[00:45:13.040]

I don't want to have to keep searching
and doing it all myself and then try

[00:45:16.120]

to figure it out and then know
what I'm doing and make mistakes.

[00:45:19.480]

They want that personal connection

[00:45:20.920]

with you and that person connection
is what they should pay for.

[00:45:23.440]

The information should be free.
It's so true.

[00:45:26.160]

I've got other consultants in

[00:45:30.160]

in my industry who do very, very,

[00:45:32.680]

very similar work to me in customer
experience and leadership and and whatnot.

[00:45:37.720]

And I share their content all the time.

[00:45:39.880]

And people say to me,
why do you share the content?

[00:45:42.240]

I'm like, why not?
And they say,

[00:45:44.560]

well, what if someone ends up liking
them and going with them instead?

[00:45:47.760]

You're losing big dollars.

[00:45:49.960]

And I said, to be honest, you know, for
example, there's a lady called Lana.

[00:45:55.560]

She's the most wonderful lady.

[00:45:58.200]

She's intelligent, she's been around.

[00:46:02.560]

Her career is impeccable.

[00:46:04.240]

What she teaches is fantastic.

[00:46:06.440]

Her and I have very similar values,

[00:46:09.120]
but she's has a different
personality to me.

[00:46:12.880]
And I'm probably a little louder
and maybe more obnoxious.

[00:46:18.640]
And

[00:46:20.240]
and she's very patient and lovely.

[00:46:22.880]
And I'm not.

[00:46:25.240]
And, you know, sometimes people want

[00:46:29.000]
Lana and I'm like, you know,
that's great because she's amazing.

[00:46:32.560]
So go to Lana and then some people, like,

[00:46:35.680]
actually Lana's a bit, you know, like I like
the fact that you swear and I go great, so do I

[00:46:41.920]
So come over to me,

[00:46:44.360]
yeah, there is you know, it's as you said,
it's all about a) there is plenty

[00:46:49.960]
for everyone, but b) we're here
to deliver value to the people.

[00:46:53.720]
It's not about us.

[00:46:55.880]
No, but yes, connect
with the people that value you.

[00:47:00.760]
Yeah.
And people buy people.

[00:47:02.480]
They don't buy the service.

[00:47:03.760]

They don't buy the products.
Yes.

[00:47:05.160]
That is the end result that they get,
but they buy

[00:47:08.200]
who gives it to them.

[00:47:09.720]
They buy the people that are actually

[00:47:11.280]
selling it to them because
that's what they want.

[00:47:13.240]
My girlfriend just bought a seven hundred
dollar surfboard when she's just starting

[00:47:17.800]
out because a guy sold
it to her really well.

[00:47:20.160]
She was like he said,
this is the perfect one.

[00:47:22.360]
I should be buying a second hand take
on all this kind of stuff because a guy

[00:47:25.240]
sold it to a really well and she said
I bought it because he was great.

[00:47:28.840]
I thought he spent enough time with me.

[00:47:31.080]
And I appreciate his time.
I appreciate his value.

[00:47:33.240]
So I spend extra money just for him

[00:47:35.240]
because he's great people by people
that don't buy products or services.

[00:47:38.680]
They buy the people providing it to them.

[00:47:41.080]
I agree.

[00:47:42.440]

And for the people that the.

[00:47:44.960]

You can buy me

[00:47:48.560]

flicking the hair and everything, I like it, I like it.

That's good.

[00:47:51.560]

Now, before I let you go

[00:47:54.720]

by now, all of the people listening

[00:47:57.320]

on will have learned that I ask all
of my guests who come on to this podcast,

[00:48:04.480]

what is the one song that gets
you ready for anything, now

[00:48:09.000]

do you remember the song that you told me?

[00:48:12.120]

I have a variety of different
songs and I've got a current one.

[00:48:15.960]

OK, it's mainly because I told
you that I was a tour manager.

[00:48:18.720]

We used to have a tour song for it and

[00:48:21.080]

there's been a bunch of tours that have
been on the like,

[00:48:23.480]

Hey Dude from the Beatles was
the song and stuff like that.

[00:48:26.600]

But my current one was
just something that when I took my team

[00:48:30.000]

on tour, it was the song
that woke us up each morning.

[00:48:32.560]

It's called The Real by the Busty Bass sorry,

[00:48:36.500]

The Real by the Busty Bass.

[00:48:38.880]

And it's awesome because it's
got a lot of horns going along.

[00:48:44.000]

It goes really upbeat and fast paced

[00:48:46.680]

and then it turns really sexy and very
slow and then it builds up and then it

[00:48:50.400]

goes really hardcore
and then it goes sexy again.

[00:48:53.160]

And it ends on a good note.

[00:48:54.440]

It's all

[00:48:56.280]

about how to get the blood pumping

[00:48:58.160]

in the morning and every morning
we listen to it on tour.

[00:49:01.520]

It's one of my favorite
songs of the moment.

[00:49:03.000]

I love it.

I love it so much that every guest

[00:49:06.640]

who gives me an answer to this question,
I go and add that song to a special

[00:49:13.920]

playlist that the more guests
that join me on the value driven.

[00:49:19.480]

But...

[00:49:21.560]

I can't speak.

[00:49:23.000]

I'm so excited.

[00:49:24.400]

The Value Driven Brand Podcast

[00:49:26.400]
and my Twitch stream,
all of the songs are being collated so

[00:49:31.560]
that anyone listening will also have
access to that Spotify playlist.

[00:49:36.240]
And yes, there will be no excuses.

[00:49:39.200]
You will be pumped for anything.

[00:49:42.080]
You have your blood blowing through those
veins and you will be ready to create

[00:49:47.560]
value in your own business
life and brands. Wes Alan, thank you so much for your amazing

[00:49:55.960]
insights, for your tactical tips
and for anyone who wants to connect

[00:50:02.520]
with is after this,
you are more than welcome to catch up

[00:50:06.640]
with him on his Facebook page
at Tap Edit Go or at tapeditgo.com.au

[00:50:13.720]
Oh just dotcom oh just dotcom. Just the dotcom dotcom.

[00:50:19.800]
And if any of that feels like too much,
you can also go and visit the Value Driven Brand

[00:50:27.400]
Podcast at valuedrivenbrand.com as well.

[00:50:31.920]
And all of Wes' details will be

[00:50:34.720]
available there as well as this recording. Wes
With Alan from Tap Edit Go.

[00:50:42.200]
Thank you.
You're welcome.

[00:50:44.280]
Thanks for having me.
Really appreciate it.

[00:50:45.680]
And it was fun.

[00:50:47.200]
Next time everyone have a fantastic week
and go and add some value to somebody.

[00:50:53.600]
Thanks for listening to the Value Driven
Brand Podcast with your Aileen Day.

[00:50:59.200]
Is your business struggling to become known as
the sought after leader in your industry?

[00:51:04.520]
Access our Value Driven Brand quiz
and special three part podcast series

[00:51:09.560]
to identify the gaps
and what you need to focus on first.

[00:51:13.640]
Go to [www .valuedrivenbrand.com/podcast-series](http://www.valuedrivenbrand.com/podcast-series).

[00:51:20.600]
That's [www .valuedrivenbrand.com/podcast-series](http://www.valuedrivenbrand.com/podcast-series).

[00:51:26.000]
Tune in next time where we discuss more

[00:51:28.400]
ideas on how you can deliver
your own value driven brand.