

[00:00:02.180] - Aileen Day

Welcome to the Value Driven Brand podcast, where you'll learn insights on how to communicate with authenticity, deliver genuine value, and create a memorable experience across your entire customer journey, helping your business become the sought after leader in your industry. I'm your host, Aileen Day. Now onto the show.

[00:00:30.500] - Aileen Day

G'day, everybody, and welcome to the Value Driven Brand podcast, I am your host Aileen Day, and it is my absolute honour and privilege and I do not say that lightly. I have just spent the last 15 minutes fan girling all over this person and he's taking it so well. And I would love to introduce to you the owner and founder of the Valuegraphics Database, David Allison. Welcome, so much. Thanks.

[00:00:59.570] - David Allison

Thanks for having me over.

[00:01:00.890] - Aileen Day

Oh, my God. Oh, I'm so excited. I know. Everyone goes, I'm so excited that I'm legitimately freaking excited.

[00:01:09.200] - David Allison

Me, too. This is my first Australian second only my so. No, wait a minute. It's my second Australian podcast host with the first podcast based in Australia. The other Aussie I spoke to who he was in Singapore.

[00:01:22.610] - David Allison

So first time on a podcast in Australia. There you go.

[00:01:28.590] - Aileen Day

And now I'm extra excited, popping David Allison's cherry. Look at us go.

[00:01:36.030] - David Allison

All right, it's one of those kinds of, I guess.

[00:01:37.940] - Aileen Day

Oh yeah, it's about to be!

[00:01:42.270] - Aileen Day

Now, for those of you who don't know who David Allison is, number one where the f\*ck have you been and number two, he is an absolute champion. And the man that you need to get to know, he is everything about what is value. And I'm going to read his bio because I do not want to mess this up. David Allison is a human behavior expert who studies engagement and influence. He is a pioneer of values thinking and the founder of The Valuegraphics Database, which is the first global database that can predict and influence behavior.

[00:02:19.170] - Aileen Day

He works in B2B, B2C, everything from A to Z with A to Z, depending on what part of the world you're in and in every sector of the world where there is a human being because we value stuff. His best selling book, 'We Are All the Same Age Right Now'. You have to get it. It is a wonderful resource. We'll talk about it a little bit a little bit more in the podcast. The end of the demographic stereotype was listed in Inc. Magazine's number one top 10 Leadership Books of the year, and Kirkus Reviews called it genuinely authentic contribution to the field of marketing literature.

[00:03:01.920] - Aileen Day

Now, I actually saw that and I couldn't agree more. It is an amazing reference tool. And after this podcast, you are going to know exactly why you need to hit up your bookshop or book supplier and get your own copy so that you, too, can become all about what we value. So, David Allison, thank you again.

[00:03:28.740] - David Allison  
You did a great job. It was very well done bio introduction.

[00:03:32.100] - Aileen Day  
Anyone to think I wrote it, but I didn't.

[00:03:38.160] - Aileen Day  
I certainly am so pleased to have you, David. Talk to me about so for the people listening and those watching. Talk to me about what is valuegraphics?

[00:03:50.300] - David Allison  
OK, so we'll start with the big question. There's very little that scientists from different fields of inquiry agree on, but three different fields of scientific study all agree on this one interesting point. So I want to run through them really quickly for you. First off, neuroscientists, they talk about the prefrontal cortex of your brain as the CEO of your brain and it bosses you around and decides what you're going to do and what you're going to feel about things, what your emotions are, your behaviors are, and your prefrontal cortex.

[00:04:19.700] - David Allison  
Your CEO uses one thing to decide how to react to all the incoming data that comes into your whole life.

[00:04:25.490] - David Allison  
And it's your values, the things you care about.

[00:04:27.890] - David Allison  
So that's neuroscience. Let's move on to psychology and psychology. When you're doing research, you are warned against and learn how to avoid something called confirmation bias, which is the natural human tendency to agree with and love the stuff we already love and agree with. So if you're doing research, you don't want to have a lot of confirmation bias because it skews your results. But if you flip that around and say, ha, if human beings are drawn like moths to a flame or to the stuff they already care about and value, what if we could use that as a way to get people to pay attention to one thing or another?

[00:05:04.790] - David Allison  
So there's psychology. Who says values are key to human behavior and interaction? And then lastly, where my research, my database is in the world of sociology and sociologists study the behaviors of masses of people. And why did this group of people go to this thing and this other group of people want to do that thing where they pick it apart and they analyze and they look at it and they break it down and they end up saying, this group did that thing because they value this and this group did that thing because they value that.

[00:05:32.840] - David Allison  
So there's a sociologist weighing in and agreeing with the neuroscientists and the psychologists and saying the key to human behavior is to understand what people value. Now, that's all cool. And we can use that as a way to retroactively understand behaviors. But we've never had a tool that allows us to not just understand why things happen, but make things happen in the first place. So that's what we set out to do. And we built the valuegraphics database so that we can actually use values, all the scientific agreement, as a way to influence and engage people before things happen and actually make stuff happen instead.

[00:06:14.810] - Aileen Day  
So it's even scientific.

[00:06:17.670] - David Allison  
It's you know what? We can't avoid it.

[00:06:19.550] - David Allison

It's a biologically we are biologically programmed to run after and seek out and chase the things we value. That's what it's kind of what being human is. We spend our lives attracted and to and wanting more of the things that we think are really important. So let's make a good concrete example. If I'm an example, I always seem to revert back to because it's very important to many people all over the world is family. A family is a value that's very important to you.

[00:06:50.360] - David Allison

Then you spend your days whether you know you're doing it or not. This can be happening subconsciously.

[00:06:55.340] - David Allison

Every decision you make, every move you make, every feeling you have to be about.

[00:07:02.690] - David Allison

There was almost a Police song there.

[00:07:03.740] - David Allison

There will somehow be about how it's going to impact your family negatively or positively. You run away from anything that might hurt your family and you run towards anything that's going to make your family stronger and better. And there's fifty six different values in a human values profile. And so if you know which of those ones are the ones that they're acting on all day, it's kind of like knowing how to push the buttons. It's the for this group of people over here.

[00:07:31.610] - David Allison

If you push these buttons, you can get them to do what you want them to do. And this group of people over here, you push these buttons and you can engage with them around whatever it is you're trying to engage with it.

[00:07:40.010] - David Allison

It's it's actually at the root of it. It's so simple. It's just taken a ton of research and years to get to the point where we have this database that's capable of doing this all over the world.

[00:07:50.960] - Aileen Day

Considering how long I know it takes me to get people to fill in one survey and talk to me, you have had how many surveys filled in to create this database?

[00:08:01.630] - David Allison

We're way over half a million now. Half a million surveys. Oh, gosh, yeah, it's a lot.

[00:08:09.530] - Aileen Day

That is a lot, but what that also tells me is that people value delivering that insight to be able to fill out the surveys. They want you to know what actually does make them tick.

[00:08:23.940] - David Allison

So there's some secret sauce to the way we ask the questions.

[00:08:26.690] - David Allison

Or, of course, you know, some of this I'm not really at liberty to speak about. I have a statistician at a university in New Zealand and my research partner, and this is a methodology he's been building for more than a decade now. And it's it's about knowing how to ask people questions and using secondary lines of questioning. So we never ask people about how important family is. We ask them about stuff they're really interested in. So let's say I'm from Canada.

[00:08:58.590] - David Allison

So a lot of people in Canada are really into hockey. So let's say on your Facebook page or you're

someone social media post somewhere, somewhere.

[00:09:05.240] - David Allison

You've said how much of a hockey fan you are, what we would pop up a little thing that said, hey, we're really trying to understand hockey fans and we know you're an expert. Would you mind answering a couple of questions about hockey? If you're really a hockey fan, that's pretty irresistible. So you click through and we ask you a few quick questions about, you know, if you have a favorite team and if your team gets kicked out of the league after the second game in the series, would you cheer for a different team?

[00:09:30.890] - David Allison

And do you own a jersey? And do you go to games with your friends, your family, watch games with you when you're at home watching them on the television and ask all these questions? People just love talking about it because it's their favorite thing, hockey. But what they're really telling us about is loyalty and family and friendships. And that's how we get to understand after half a million surveys around the world, really how people feel about these things.

[00:09:56.450] - David Allison

Because if you ask people, how do you feel about your family, everyone's going to go love them.

[00:10:01.040] - Aileen Day

Oh, love 'em, that's really important. Yeah. Love, ask every man on Tinder, love my family.

[00:10:05.840] - David Allison

Yeah, exactly. If you hate them, you're not going to say that. You're going to say, oh, I love them because that's what everybody is expecting you to say.

[00:10:13.970]

But if we ask about the most important thing in your life, which might hypothetically be hockey and your family is not involved at all, they don't come to games with you. They're not interested in it. They don't watch television with you and you're watching a hockey game.

[00:10:25.580] - David Allison

Come on, get the feeling the family's not like the biggest deal to you.

[00:10:29.620] - Aileen Day

Yeah. Oh, goodness me. I tell you what I did. Twelve weeks of statistics at university. To stick it out for 10 years is my hat goes off to your research partner.

[00:10:46.490] - David Allison

Yeah, he's he's a genius. He's a really smart guy.

[00:10:49.060] - Aileen Day

Oh, my goodness. I was excited, though, because when I was reading some of your statistics, they made sense. And I was like, oh, thank God. Some stuff stuck.

[00:10:58.750] - David Allison

Yeah, well, good for you. I barely understand it myself. So it's a it's an incredibly complex thing. I mean, you know, just to to throw it out there, this database we built of half a million surveys around the world and one hundred and fifty two different languages so that we weren't being Anglo centric. We're now accurate in one hundred and eighty of the one hundred and eighty five countries on the planet with an accuracy of plus or minus three point five percent in a ninety five percent level of confidence.

[00:11:25.720] - David Allison

The data's arranged in a random, stratified, statistically representative sample of the population of the Earth. And that's my little memorized pitch about stats and digging deeper.

[00:11:36.520] - Aileen Day

That doesn't go any deeper than that. I'm telling you, as far as statistics go, that is very good.

[00:11:43.300] - Aileen Day

Oh, I hear. No, very good.

[00:11:47.290] - David Allison

I do know that a random stat wrapper, random stratify, statistically representative sample is a really difficult thing to believe because what it means is that it's an exact miniaturised, proportionate model of whatever it is you're studying. So if you're studying people who own poodle's and live in Brisbane, you need Brisbane. What you need to do is you need to get the same number of women and men and young poodle owners and old poodle owners so that you have exactly the same proportions.

[00:12:19.390] - David Allison

You can imagine how long it would take to find enough people to build that, let's say one thousand people who fit that exact replica of the real world proportionately. Now, imagine if you're trying to build a replica of the whole world that has the same proportionate number of men, women, rich, poor, young, old, black, white, fat, tall, skinny, like all the different ways. Yeah, exactly. It's incredibly complex to do so.

[00:12:48.760] - David Allison

I think if if we were to be judged by history on one thing from the statistics perspective, it's that we've built a half a million person, a half a million survey, random strats stat rap, that a statistician listening to this will light their hair on fire and run out of the room having heard that sentence.

[00:13:07.360] - Aileen Day

Yeah, it's it's nearly unheard of.

[00:13:10.510] - Aileen Day

It's very hard to get in, especially globally. Yeah. It's it's an absolute achievement. I'm curious, you know, there are there are people in the world like you and I who froth over delivering value and live for it, breathe it, want everyone else to feel the same way. What was it that got you into value graphics? Well, because before you value graphics wasn't a thing, right? What made you wake up one day? You go actually. It's about to be.

[00:13:50.560] - David Allison

Well, interesting, I come from a marketing background, I own my own marketing strategy and creative firm for a while after having worked at some of the biggest ones in the world. And then I'd always written books as a way to talk to the audience of people who would be clients for my my firm. And that would get me invited to get up on stage and speak to people at conferences and stuff. And somebody in that audience would end up being the next client for my company.

[00:14:17.260] - David Allison

So I sold the firm five years ago now to the management team that I put in place. This great, perfect exit. Nice got out of there and I started thinking about what I wanted to do next.

[00:14:28.900] - David Allison

And this firm had specialized in real estate, large scale real estate development. So, you know, 400 million dollar condo buildings and resorts and masterplan communities and all this kind of stuff. So I thought I was writing another book for that market.

[00:14:45.160] - David Allison

What we set out to do is prove that in what everyone in the urban planning world will tell you is the happiest, healthiest communities are diverse communities. We worked really hard to make communities diverse and not monocultures. And then we come along and we build condo towers that are just for one kind of person. So this one's just for rich boomers and this one's just for first time

homebuyers who only want a small apartment and can't afford very much. And it seems crazy to me that in the midst of all of this diversity, we wanted to put these monoculture communities, these vertical villages.

[00:15:19.720] - David Allison

Well, what might it take to build a building that could have a lot of different kinds of people in it? We should go and ask if that's even something people are interested in. Maybe that's what my next book is about.

[00:15:28.870] - David Allison

So we started out with how many? The first time around, I think we were like 15, 20 thousand surveys, something like that, across just Canada, the United States, to find out what it would take to build a building that people of all ages and all kinds of different people would be happy living in together. And two things came out. Number one, nobody wants to live in a building full of people just like them. They thought that sounded horrible, boring, the word ghetto came up a lot, and yet that's all we built.

[00:15:57.470] - David Allison

That's all we build in the real estate industry is, is these monoculture buildings. Yeah. Second thing, which is even more interesting is people said they would pay as much as 15 percent more for their condo or their apartment rental if they knew just one thing and that one thing had nothing to do with the stuff that everyone in the real estate development industry thinks it's about. It's not about whether there's a swimming pool and how fancy your kitchen is and how fast the elevators are.

[00:16:22.250] - David Allison

And if there's a skylight in your living room, none of that matters as much as this one thing, which is I want to live in a building full of people who have the same perspective on the world that I do, who share my values.

[00:16:33.890] - David Allison

I will pay 15 percent more for that. Now, you think about this is housing is the most expensive thing anyone's ever going to spend their money on. And they're saying voluntarily, I will give you 15 percent more than anyone else in the market if you can put me in a building full of people who share my values.

[00:16:51.800] - David Allison

So that set off alarm bells. I was like, that's crazy. This is oh my God, there's my next book. That's what I'm going to be speaking about on stages. And then I thought about it for a little bit longer. Well, why is this just condos and apartments? Why isn't this coffee cups and pens and iPhones and and lamps and everything?

[00:17:10.230] - David Allison

Why isn't this vacations and bank accounts and B2B and B2C?

[00:17:14.970] - David Allison

So we went back out in the market and said, well, is this true for everybody? And we did a bunch more surveys and we got up to one hundred thousand surveys in Canada, the United States. And the data was on our side. People are far more motivated by things that by groups of people are far more motivated by values than they are by any of the demographic things that we think they're motivated by. We sit down in boardrooms and say to ourselves, our target audience is millennial women who earn fifty thousand dollars a year and have a master's degree in business.

[00:17:48.240] - David Allison

And then we figure we know who these folks are and we make stuff up and we design products for them in campaigns and all these other things. But in fact, there isn't a demographic category that agrees with each other on anything more than about 10 percent on average.

[00:18:03.540] - David Allison

So that means 90 cents of every. That's it. So 90 cents of every dollar that you spend trying to target a demographic is wasted. The best you can hope for is a 10 percent ROI if you're using demographics to understand your audience. Conversely, if you use value graphics to understand your audience and how they behave and what they care about, we can get those numbers up as high as 80, 90 percent. So you're getting an eight or nine times improvement completely.

[00:18:30.360] - David Allison

Just thinking. Exactly. Just by thinking about what people care about instead of some stupid demographic stereotype from 50 years ago that women are all like this or men are all like that or boomers are all like this or whatever, that poor boomers, I'm a boomer.

[00:18:51.420] - Aileen Day

Goodness. And, you know, to think of only a few months ago with millennials copping it, now its the boomers, everybody's getting a go. That is absolutely mind blowing. So for those listening on what David's basically just said is demographics will lose 90 cents to the dollar if every dollar you spend. But listening and thinking about what your target audience values will absolutely flip that the other way. So you gain 90 cents, return on investment for each dollar.

[00:19:28.770] - David Allison

You just. And you know what? Even if I'm. Like I said earlier, when I was spewing stats, there were only plus or minus three point five percent inaccurate with this data, but let's just say for some crazy reason, we're 50 percent wrong, 50 percent off.

[00:19:44.470] - David Allison

That means instead of an eight or nine times better return on investment, I can only guarantee you a four or five times better return on investment. That's still pretty darn good.

[00:19:53.710] - David Allison

And if I'm seventy five percent wrong and I can only give you a two or three times better return on investment than what you're doing right now, it's still like it's a no brainer. And you know what we know for sure there were only plus or minus three point five percent wrong. So the idea that we might even be half wrong is is absurd. So there's just no downside to shifting the way you think about the world, changing how you look at other people.

[00:20:21.340] - David Allison

You understand your target audience, and instead of using demographic stereotypes, use what they care about what they value.

[00:20:29.110] - Aileen Day

So I'm curious, you know, in business, I, I remember sitting in a management course, many years ago and they introduced the term psychographics and they claimed at the time that and this would have been. Mid 2000s, they claimed at the time that it was the new demographics. So talk to me about the difference between, you know, valuegraphics versus even psychographics where's the, where's the, where's the benefits between those.

[00:21:07.670] - David Allison

If you really want to understand your customers, you need all three. I think I talk about it like a three legged stool. The problem is we've been using. Some of these things in ways that they were never designed for or that they're really lousy at. So let's talk about them as a as a trio of tools. So demographics are still useful to help you understand.

[00:21:31.080] - David Allison

A way to describe your target audience. It's what people are, so I'll go back to my real estate background if we're making two million dollars penthouse condominiums. We know it's not going to be an 18 year old who works in the grocery store who didn't finish high school. You still need to understand the demographic of the folks who are probably going to be most interested in what it is you're doing. The problem is then we take demographics and we say, well, if it's going to run with this

idea of penthouse condos, if we know it's going to be people who have a million dollars in net worth and are in their 50's and our senior management at large organizations and downsizing from a home in the suburbs, that's all cool.

[00:22:12.540] - David Allison

But then we take that and go, great, we've described our audience. And since we've done that, we now know what they like. Mm hmm. We now know what they're all about. We now understand their behaviors. And that's absolutely wrong. As the data shows, the people who are in those cohorts, those demographic buckets don't resemble each other at all. You still need to know who they are, but you can't use that information to understand what they're going to do.

[00:22:38.340] - David Allison

So Psychographics, Psychographics have a whole lot of different definitions. But the one I like the best is it's a record of how people have behaved so far around a particular product or service or brand. So you might go into your customer database and find out that people who are most prone to buy this thing that you're trying to sell them of have already own three of these things. Or let's go back to condos that we might know, psychographically, that these folk's this is their fourth home or fifth home.

[00:23:05.910] - David Allison

That's not a demographic fact. That's a past purchase behavior. In fact, we might know psychographically about them, that they vacation in the south and they spend summers up north. That's another psychographic fact about them. But here's the thing about demographics and psychographics. Both of them are historical records. The moment you know, some of these things, any of these things about someone as long as you can put it on paper. It's now in the past. So all it does is show you how people have behaved and what kind of people we're talking about.

[00:23:40.200] - David Allison

Up until now, neither one of those things tell you how you can get them to change behavior tomorrow. And in order to get people to change behavior, you need to know what their values are.

[00:23:53.040] - David Allison

And that's where valuegraphics and the third leg of the stool comes in. You need to know what people care about unless you're happy with them. Just continuing the pattern that they've always had. But most organizations, in fact, I go out on a limb here and say one hundred percent of the organizations on this planet exist to do one thing, and that's to identify a group of people and get them to do something. That's what every organization is for.

[00:24:19.050] - David Allison

So if you're going to try and take this group of people that you've identified know all kinds of stuff about them demographically and psychographic and get them to do something. And we know from science and technology and from decades of study that the only way people decide to do something is if it's in line with their values. You need to know what their values are. If you're going to identify a group of people and get them to do something, you've got to talk to them based on what they're listening for.

[00:24:46.380] - David Allison

What they're listening for is what they care about and what they value. So you need all three.

[00:24:49.000] - Aileen Day

I love that. So they're not redundant. They just need to be used together.

[00:24:58.110] - David Allison

We've been trying to use a hammer as a screwdriver

[00:25:00.180] - Aileen Day

Oh god, what an analogy, Right. I come from a hardware background, so I feel those feels even better.



[00:25:11.530] - David Allison  
Even better, it's a it's a it's a it's a Robertson screwdriver.

[00:25:14.310]  
We've been trying to use it in a Philips screw like we need to we need we need to we need to use the right tools for the job. And in this case, we need three. We need demographics to understand what people are psychographics, to understand how they've behaved so far and valuegraphics to understand how we can get them to change their behavior tomorrow.

[00:25:30.480] - Aileen Day  
Yeah, I love it. So this podcast is all about tactically being able to implement changes in your business, to be able to deliver and create your own value driven brand. And I know that you have some fantastic key points around what you think businesses and leaders can do. Talk to me about what are those points for you that our listeners can take on and get into the office and start doing to create a value driven brand for themselves.

[00:26:08.160] - David Allison  
We're going to do a really fast crash course, a master class in five minutes or less on values thinking. Here we go. Let's do it first. First, you have to buy into the scientific fundamental truth that nobody's going to decide to do anything. None of your customers are going to behave the way you want them to behave unless you're speaking to them around what they care about.

[00:26:30.210] - David Allison  
Nobody's going to listen to you if you're talking about what they don't care about. I mean, it's pretty common sense, right? So you got to talk to them about what they care about and then they'll listen and do what you're asking them to do. So that's point one. If that's the case, you shouldn't make any decisions as a somebody who's leading an organization, someone who owns a business, someone who's a politician, you shouldn't make any decisions unless you can figure out what value you're talking to.

[00:26:54.780] - David Allison  
If there isn't an identifiable value, then you're going to come up with some ideas and tactics and strategies that don't make any sense because you're not talking to what people care about. So how do you do that? There's three ways. First way is absolutely free, and this is the basis of values thinking. We just need to stop asking the wrong questions when we go out and talk to our customers. When we do a survey, when we do research, when we stand on the shop floor and talk to folks coming in, when we ask our sales guys, what are you hearing out there in the field, we always ask questions like, well, how old are you?

[00:27:31.050] - David Allison  
And are you male or female? Do you have kids? And how much money do you make? And do you have a college degree? And and and what do you think about my product? And is my product too expensive or is it not expensive enough? Or do you love my store? What if I had a different location? We want to know about our stuff, but we never ask them about their stuff. We never ask what they care about.

[00:27:52.260] - David Allison  
So get out of your world where all it is that you're asking is about your stuff and instead say, tell me what's on your mind.

[00:28:02.280] - David Allison  
What's the thing you're worried about most right now? What do you think about all day long and wish you could change? What's the last thing on your mind before you go to bed at night?

[00:28:12.150] - David Allison  
And what's the first thing you think about when you wake up in the morning? If you ask those questions formally in surveys or informally conversations on the shop floor or through social media, if

you listen, you'll see patterns and those patterns point to the values that people have.

[00:28:30.810] - David Allison

If people are always talking about how worried they are about their kids and family is a value. And if they're always worried about how is this going to like, I don't know. I don't know if this brand is really me. I'm not sure if this is my if it's my thing, then what they're saying is they're very concerned about how other people think about them. This is about status.

[00:28:49.860] - David Allison

Ohhh, of course.

[00:28:51.540] - David Allison

Or if they say, yeah, you know what? I just I love this. I would absolutely love to do this thing or buy this thing or be part of this whatever. But I just. You know, I've gotta pay the rent this month, then their biggest value at the moment anyway is is meeting their basic needs. So let's say you hear those three things, family, meeting basic needs and status. Well, if that's the patterns that you start to see emerge based on all the conversations, all of these questions you ask, what you need to do is say to these folks that my thing that I'm trying to get you interested in, it's absolutely going to help you with family status and meeting your basic needs.

[00:29:32.770] - David Allison

Just connect the dots, because that's all they care about.

[00:29:36.060] - David Allison

So talk to them about what they care about. Don't bother talking to them about what you want to talk to them about.

[00:29:40.410] - David Allison

Talk to them about the only thing they're listening for, which is what they value. So here's a quick little four step process to go through. First one. Love it. It's it's what, who, why, where, what, who, why, how, what, who, why, how. Those are the four steps. First step. What what's your question? Are you trying to understand how to get people to visit your store more often? Are you trying to get people to understand how to get people to buy more of a product online?

[00:30:08.820] - David Allison

Are you define your question. So you got to know what the question is here. That's pretty obvious. Second part is who are you talking to? This is where the demographics and psychographics part comes in those two legs of the stool.

[00:30:20.580] - David Allison

My caution around that. This is the this is the who part, what is the question, who is the demographics and psychographics? We tend to put too much on the table there. If it doesn't matter that they're male or female, don't think about it unless your product is specifically for men or specifically for women for some reason, then don't, don't don't add that to the list because all it does is clutter your thinking. So the only demographics and psychographics you should have on their list at this point of the exercise is the ones that are relevant to the what?

[00:30:55.260] - David Allison

So you've got what is your question? Who are we talking to based on relevant demographics and psychographics? The next part is why? And that's the piece we've been missing, this the third leg of the stool. This is the values. Why are going to people why are people going to make one decision over another? Why will they behave the way we would like them to?

[00:31:13.470] - David Allison

It's because family and because status and because what was the other one? I had their family and status and the third one in my example, which are totally forgotten basic needs. Thank you. I'm glad you're here to prompt me. So you have those three different values. Those are the why you've got to

watch the question. You've got a who a definition of who they are. There's a psychographic, a demographic perspective.

[00:31:35.040] - David Allison

You now have your why's. The last step is how this is the time. Given those three things, what are the things you could do? And it's going to be different for everybody. You're going to have to say, I'm trying to get them all to come to my store birthday party.

[00:31:50.610] - David Allison

I understand that. I'm speaking to people who are eighteen to twenty four and they're fresh out of school. And the the the why in this case is let's stick with status is status. These folks are incredibly status conscious. Well I have to do something. Well how could be I have to figure out a way to convince them that coming to this birthday party is going to increase their status. So what I'm going to do is make this a closed door event and there's only going to be one hundred tickets.

[00:32:20.910] - David Allison

And I'm going to make it incredibly desirable and status enabling to be one of the people who gets invited to this party. It's not going to be a please come to this party message. It's going to be only one hundred people get to come to this party. Are you going to be one of them? Yeah, because if you think you want to be one of them, here's what I need you to do. Now, that won't work with the group who are interested in status.

[00:32:45.480] - David Allison

They'll be like, screw you.

[00:32:46.920] - David Allison

I don't want to come to your stupid party. But for this group who are status conscious, it will work like a charm.

[00:32:54.540] - Aileen Day

Oh, my. god. People, I hope you really, really, really understand the gold nuggets that are just getting dropped right now, like mind blowing shit, alright? Mind blowing. This is game changing stuff in business. This is one of the best, you know, collaboration's of information you could put together. One of the things I would certainly, certainly recommend is grabbing David's book and using that as an additional resource on top of connecting with David on LinkedIn, because that is where David's magic really, really happens.

[00:33:42.000] - Aileen Day

You are a prolific poster on LinkedIn, which I love, because it means that just about every single day I get to learn something new and valuable around valuegraphics and helping even my clients with the things that they actually value.

[00:34:03.360] - David Allison

Now, I have a secret I have a secret weapon there. You want to know my secret weapon? I love secret weapons. You said your show's about tactics. So here's the most powerful tactical suggestion I can offer to anybody who's trying to run a small business. It's a it's a SaaS app called Lately and their website is Try Lately Dotcom. Before I go any further, I want everyone to know I have no financial interest in this company whatsoever. I'm just a giant fanboy because they've changed the way I do my my work.

[00:34:33.810] - David Allison

What they are is a it's a social media posting tool, which doesn't sound amazing, but what they've done is they've licensed IBM's A.I. brain called Watson.

[00:34:45.450] - David Allison

So you go on to their site, you go on to their site, you put in your long form blog post, or you can even do this with videos and podcast transcripts. Now, you put this into the machine. The A.I. brain reads it

for you and goes, Huh? There's a tweet. Here's a tweet. There's a tweet. Here's a Facebook post. This would be good on LinkedIn. And hey, David, which ones of these do you want to post them on what days?

[00:35:10.830] - David Allison

So it creates all your posts for social for you based on one blog that you've written or one article in a magazine or one podcast interview so it can listen to a podcast, it can watch a video, it can read your text, and it will chop it up for you and serve it up and make it easy to post on all of your channels. And you think about the amount of time that saves it doesn't replace doing the the post about the thing that you're interested in today.

[00:35:38.130] - David Allison

But all that evergreen layer gets taken care of and it costs pennies a day and it takes the place of social media like that. Yeah, it's true. I don't know where I'd be without these guys are amazing. So big shout out to Kate and the team at trylately.com. If you're not already using this thing, you just got to.

[00:35:57.800] - Aileen Day

I thank you I am certainly going to check that out. I am, as we speak, getting on the content creation bandwagon so any help and assistance.

[00:36:09.530] - David Allison

Take every one take every one of these podcasts you go on to lately.

[00:36:14.210] - David Allison

You just give it the link. It will listen to your whole podcast, watch the whole video, and it will not only clip stuff out of there, it'll attach it to the video. So it's like this 60 second chunk of conversation is now text. And here's the video that goes with it. And there you go. Ready to go on LinkedIn?

[00:36:32.450] - Aileen Day

Oh, my God. These people are magic makers. Yeah, it's crazy good. That is phenomenal.

[00:36:38.570] - Aileen Day

Now we are just about out of time and I cannot tell you. I just I'm I'm in massive awe of everything that you have accomplished and the changes that you are making to the way people do business. And hopefully I can continue to be part of that by clicking on your your amazing work and sharing it with everyone that I ever get the chance to talk to about it. But in the, as as we have probably figured out by now, unless your first time listener, I get every one of my guests to fill out a profile for me so that we can make this run as smoothly as possible.

[00:37:27.410] - Aileen Day

And one of the things that I ask all of my guests to do, and I don't tell them until they hear on the recording, is I ask them what song it is that gets them up in the morning and ready for anything. Do you remember the song that you told me?

[00:37:44.090] - David Allison

Yeah, I do, because it's really a big, important influence on me right now.

[00:37:47.630] - Aileen Day

So go for it. So the song is called 'Times Like These' and there's a Live Lounge All Stars edition. So I found out that there's multiple versions and what we do and what we are doing is to create more value for the people listening is I am putting together a playlist on Spotify with every single guest's song choice, and by the time the podcast goes live the list, the Spotify playlist will also be available. So I want to thank you for your participation in creating a playlist that hopefully by the time, well not hopefully it will. By the time this all goes live, anyone listening to that playlist is going to be literally ready for anything.

[00:38:41.450] - Aileen Day

And I think times like these.

[00:38:44.800] - David Allison

We absolutely we need times like these, all of the help we can get, if I can if I can close, I just I want to ask everybody who's hosting a favor. Go for it. Here's my favor. Whether you follow me or not, whether you join me on valuegraphics.com or find me on LinkedIn, whether you buy the book, whether you listen to any of this stuff, the favor I'd like to ask of you is to please stop in your personal life and your professional life, stop using demographic stereotypes to understand the people around you.

[00:39:14.980] - David Allison

It's harmful. It's hurtful. It causes division in our world. If you don't believe me, think about Black Lives Matter. And before that, the lesbian and gay movement and the women's right movement and all the demographic movements we've had where people have stood up and said, stop treating me this way.

[00:39:33.970] - David Allison

It's because we're using stereotypes to understand folks and instead start thinking about the people you encounter personally and professionally based on what they care about and what they value. What makes them human.

[00:39:48.790] - David Allison

If we could just do that, the world would be a far, far less divisive, angry place than it is today. So if you help me by just doing that, I'll be forever grateful.

[00:40:01.140] - Aileen Day

I would absolutely concur, and if you know what's good for you, you will go and follow David and you will listen to this podcast because it's great and we value you, so, David Allison. Again, it is an absolute privilege and a pleasure. And I can't wait to continue, as I said, sharing all of this amazing information and all the hard work that you and your team have put together and continue to put together to aid in a better world and a more human experience, something that I, too, am ultimately passionate about creating for everybody in the world.

[00:40:46.780] - Aileen Day

Thank you so much for everybody listening. Stay tuned for the next week. Next week's episode. And thank you so much for joining us today with Valuegraphics. David Allison, till next time.

[00:41:05.630] - Aileen Day

Thanks for listening to the value driven brand podcast with your host Aileen Day is your business. You're going to become known as the sought after leader in your industry, access our value driven brand quiz and special three part podcast series to identify the gaps and what you need to focus on first.

[00:41:25.460] - Aileen Day

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