

[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 a sought after leader in your industry. I'm your host, Aileen Day. Now, onto the show.

[00:00:30.520] - Aileen Day

G'day, everyone, and welcome back to another episode of the Value Driven Brand podcast, you are with me, your host Aileen Day. And today I have a very, very special guest for you to listen to, to learn from and to have his wisdom be shared amongst all the magnificent, the one the only Pete Cook from Thought Leaders Business School. Welcome to the podcast. How are we today?

[00:01:02.260] - Pete Cook

Thank you very, very much. I love being called magnificent.

[00:01:07.540] - Pete Cook

I think it's one of my youngest daughter's favorite words for she said the other day, she said, I have a magnificent idea.

[00:01:22.280] - Pete Cook

I love that your magnificent idea. I mean, we're going to build a training school for puppies. It's going to be just a little bit bigger than our house. So that's that's Ammie's. Magnificent idea. That is so brilliant.

[00:01:38.060] - Aileen Day

I literally just watched a documentary about puppies coming into a training school to become guide dogs, and I would highly recommend it, except I did cry about every 10 minutes. It's a beautiful, beautiful little journey they go on.

[00:02:00.050] - Aileen Day

That is so gorgeous. So you already have a little four year old entrepreneur on your hands. That is great to see.

[00:02:07.310] - Pete Cook

Yes, I think she was just because we actually have a new puppy. I don't think she's planning to make any money out of it.

[00:02:13.640] - Aileen Day

What do they say?

[00:02:14.930] - Pete Cook

Necessity is the mother of all inventions, good to see she's already considering her options.

[00:02:24.230] - Aileen Day

Now, for those of you who don't know who Peter Cook is, he is a best selling author. He is a husband. He is a dad of two beautiful little girls and a third Dan in the Dan in Black Belt in Karate,

[00:02:40.940] - Pete Cook

Aikido.

[00:02:42.510] - Aileen Day

Aikido, a different Japanese martial art. Don't don't mess with him either way. OK, you got it. And as well as that, he's the leader and chairperson of the globally renowned institution Thought Leaders Business School,

[00:03:01.000] - Pete Cook

Globally renowned.

[00:03:02.660] - Aileen Day
Yeah, look, I'm all about the compliments today.

[00:03:07.310] - Pete Cook
Certainly are.

[00:03:08.170] - Aileen Day
Not even paid. Just just what I think five stars. I can say that from experience. Absolutely. So welcome to the show. Thought Leaders Business School, it is. It is it is globally renowned. It is globally known. You and your off sider, Matt Church. Is that correct?

[00:03:30.920] - Pete Cook
Yes. Yes. We we started well, Matt started Thought Leaders in 2000 and we started Business School together seven years ago now.

[00:03:42.160] - Aileen Day
Wow. So what is it? How did you get to this point where you are now doing a a global business school? What happened with Peter Cook and how did it all kind of pan out?

[00:03:55.370] - Pete Cook
So I was back in 2000 so 20 years ago now, I left. Yes, I know. I know. I left Accenture. I was a consultant at Accenture, left to go out on my own and became a business coach, I was looking down the runway towards being a partner at a global consulting firm and thought, that's not the life I want, it's not the future that I want.

[00:04:21.790] - Pete Cook
And I so I business coaching wasn't really a thing then. Now it really is. But 20 years ago, it was still pretty new. And so so I had a friend of mine who put me on a business coach and I was working with her about what I wanted to do. And I kind of thought that's actually a pretty cool job. I'd really like to I'd like to be on the other side of the table. I love what you're doing. So I became a business coach at a time when I was twenty seven.

[00:04:48.260] - Pete Cook
I'd never run a business and I've never been a coach.

[00:04:51.470] - Aileen Day
Nothing like jumping in the deep end.

[00:04:54.960] - Pete Cook
The arrogance and ignorance of youth. Right? How hard could it be? Harder than I thought, apparently, and especially. Yeah, yeah.

[00:05:07.180] - Pete Cook
So I had a year and when I talk to people, then I would say, what's a business coach like I had? And then what? Why would what makes you a business coach? That's a pretty good question. So I had a tough first year knocking on doors, like you say, learning at the deep end. And then but then I started to get some traction. In my second year, I had a six figure coaching business that started starting to work.

[00:05:36.060] - Pete Cook
But because I was telling all my clients that what they needed to do was grow their business, I kept thinking that I had to do the same thing. So I kept trying to grow the business and trying to, I franchised, I sold five franchises. None of them worked, so I bought them all back. Right.

[00:05:54.850] - Pete Cook
And then employed coaches up and down the east coast of Australia. Had ten coaches in the

business. Beautiful office in Fitzroy in Melbourne, all looked very impressive. But I was, my income still never got above one hundred and one hundred twenty two thousand of what we call white belt in the Thought Leaders world.

[00:06:15.910] - Pete Cook

So I and there was this turning point that happened in May 2009. So I went with Trish to Bali, we had some, so my wife, we had a holiday for nine days in Bali because that was as long as I could be away from the business without the wheels falling off.

[00:06:37.170] - Pete Cook

So it was a week and two weekends and we're on this on, this beautiful beach on the coast on the north east coast of Bali. And we were actually we had this cottage on the beach and we were sleeping on the day bed under the veranda. So we're actually sleeping outside and we would say the sunrise in the morning and the fishing boats coming in still in the morning silhouetted against the rising sun. And it just this is a real slice of paradise. Yeah.

[00:07:05.010] - Pete Cook

And I had this moment of clarity that I thought back when I used to be a uni student, I used to get two months holiday every year. Now that I'm an inverted commas "successful entrepreneur", one week's all I get yeah, and there's something really wrong with this picture now of design my business and I have designed my life. So I made the decision then that I was going to change my business so that I could run it from Bali. And because I wanted a two month, I wanted two months in Bali goals.

[00:07:36.800] - Pete Cook

And it was. And so so I sort of said that to Tricia on this holiday. And she said, sounds good. And so for the rest of that year, I changed everything. I went from ten coaches in the business to just me. I didn't renew the lease on the office. I let go of my EA. I only kept half a dozen clients that are the clients that I really loved working with. I set them up to work on the phone and that December and January went back to Bali.

[00:08:11.210] - Pete Cook

And we lived in this as we had this amazing two months where we were living on 50 dollars a day.

[00:08:18.260] - Pete Cook

We had a motorbike and this little stayed in this little guesthouse, this room in a guest house overlooking this pool, that was thirty dollars a night. Well, for two months. And and I was actually making more money, working a day, a week with a mobile phone and a laptop sitting by the pool in Bali than I had been working six days a week, stressed to the eyeballs and running this whole catastrophe in Melbourne. And wow.

[00:08:52.550] - Pete Cook

And I thought, this is this is better.

[00:08:56.030] - Aileen Day

And I'm curious. And then what was the time? What was the time kind of parameters around the day you made the decision to when you got back to living that goal.

[00:09:08.810] - Pete Cook

We made that, we made the decision in May and we were back in December.

[00:09:13.000] - Pete Cook

Well, sometimes the six month, six month transition and. Yeah, and then when I got back, a friend said to me, ohh you've what you're doing now. That's called, that's a practice. You're running a practice now, which I've never heard of. And again he's like, yeah, that's a practice.

[00:09:31.130] - Pete Cook

It's just you, your name, your brand. You should go and meet this guy Matt Church. He runs this, he

runs Thought Leaders. It's all about how you run a practice. So he introduced me, I went, met Matt, did what was then a two day course to learn the latest methodology and it just was and that was talking about mind blown.

[00:09:56.890] - Pete Cook

This is not actually cheating. I kind of felt a little bit like I was cheating, running a business that was just me. And I was like, no, actually, here's this whole community of people who are doing it. And here are all these people who are doing it amazingly well, who are making a million dollars. With just them in the business and and Matt had worked out this methodology to say, how do you how do you grow a million dollar practice and practice on your own with one or two support staff?

[00:10:26.830] - Pete Cook

Yeah. And yeah, and I really went really quick in that model and went.

[00:10:39.200] - Pete Cook

Did the course and set myself the challenge of I said to Matt, so we use these martial arts metaphors, you know, in Thought Leaders of white belt to black belt in which is around revenue and your practice, so white belt is \$10,000 per month a \$120,000 a year, yellow belt, twenty thousand a month \$240,000 a year, up to black belt.

[00:11:04.850] - Pete Cook

\$60,000 a month. \$720,000 a year. Yeah. And I said to Matt, what's so I've been essentially I've been white belt for a decade. So for ten years I've been making white belt income revenue, and then I said to Matt, what's the quickest somebody's gone, what, the black belt and Matt said, Peter Shehan. He's is actually one of the case studies in the in the Green Book. The Thought Leaders Practice. He did it in 14 months.

[00:11:36.020] - Pete Cook

And occasionally I'm a tiny bit competitive. Occasionally, just occasionally, it just pops up out of this.

[00:11:43.990] - Aileen Day

Did you say Matt, hold my beer.

[00:11:48.280] - Pete Cook

Exactly. And so I said, all right, I'm going to do it in 12 months. I'm going to actually I'm going to create a new record and I am going to get white belt to black belt in 12 months because it's normally a three year journey. So the expectation is three years.

[00:12:04.060] - Pete Cook

But I thought given I think 10 years at built, good practice going to do it. I do it a little bit quicker. Yeah. And we were also we were also trying to get pregnant at the time, so we'd had a bit of a rough journey. We'd had we'd had a miscarriage. And then Trish had her appendix rupture, which we didn't realize at the time, but then that had blocked up her tube. So she was actually medically infertile.

[00:12:34.680] - Pete Cook

And also really stressed at work. And so she quit her job to kind of bring her stress levels down, to give us a better chance of getting pregnant. But then she said to me she wasn't stressed anymore about a job, she was now stressed about how much money I wasn't making.

[00:12:51.860] - Pete Cook

And that my income had kind of been up and down and and she said she didn't feel safe and she didn't feel like. My business could support a family, which was kind of hard to hear, but but also then gave me this real motivation.

[00:13:11.850] - Pete Cook

That's actually my business coaching business, was called Love Your Business and it had this real altruistic, save the world vibe. I'm going to put more love into business.

[00:13:21.130] - Pete Cook

I'm going to teach business owners how to run loving businesses. Naww, yeah exactly, awww. But so what I said is actually maybe it's time I'll let the world look after itself for a while. I'm going to focus on making some money just for a while and looking after my family. And so so I said, I'm going to try and. Go quickly. And also started a blog that was kind of a little ill conceived, I hadn't thought it through that.

[00:13:52.790] - Pete Cook

Well, I started this blog, white belt to black belt in 365 days.

[00:13:56.330] - Aileen Day

Oh. So we got to follow the journey. Exactly. How's that for some accountability.

[00:14:03.570] - Pete Cook

Yeah, because I imagine that within the latest community kind of forgot that my clients would read it, my brothers would read it like everybody and I was really transparent. I was talking about what I was coming up against and I reported my revenue every month. So at the end of each month in this blog, I said I made twenty three thousand dollars this month. This was a yellow belt month. The next month I thought I'd lost the sale. Just recovered it on the last day of the month.

[00:14:33.050] - Pete Cook

Got me the thirty two thousand. I had a green belt month. And then one 125 days later, I had my first black belt month. And then maintained that to get to \$720 revenue in black belt revenue in ten months. Yeah. And it hit a million revenue on the 29th of June that year.

[00:14:52.920] - Aileen Day

I love that you remember the dates. That just goes to show the impact that it has on you intrinsically and the impact that it had obviously on your life and your family and everything after that, that you can even like.

[00:15:11.550] - Aileen Day

My dad has six kids. He doesn't even remember the dates that were born for crying out loud.

[00:15:21.900] - Aileen Day

I love you Dad. And two of them are cheating, we're born on the same day.

[00:15:24.150] - Pete Cook

Are you a twin?

[00:15:27.040] - Aileen Day

Yeah, yeah I am, that is amazing, and I just love the the tenacity of it all as well. And I think it's actually a little bit of a good thing that you didn't quite think through who your readership might be, because I think that would have, you know, knowing humans that would have put that fear into you and you'd be like, oh, no, I don't want to upset anyone. I don't want to hurt anyone's feelings.

[00:15:52.660] - Aileen Day

Yeah. And, like, beat this out. Like fuck that. Yeah, you've got a goal. Yeah.

[00:15:59.800] - Pete Cook

And I think our society is so crazy around money. So actually having an explicit conversation so no this is this is the financial target I'm going for. Yeah. And here's how I'm doing. Yeah. It was it was great, like lots of people really got behind that too, which is really nice. There were some people who were confronted by it and there are people who are going, wow, you just earned more in a month and I earn in a year.

[00:16:24.910] - Pete Cook

That's. Bugger. What do I have to do? But then, yeah, yeah, I remember the the guy who was my first mentoring Thought Leaders mentoring client.

[00:16:40.480] - Pete Cook

So I started doing something like mentoring other Thought Leaders in that in that journey.

[00:16:45.640] - Pete Cook

And then I rang him to say I'm about to hit black belt for the first time.

[00:16:53.530] - Pete Cook

And I wanted it to be, you know, to actually.

[00:16:57.730] - Pete Cook

Which was a very clever sales technique by the way because how could he say no to that? Yeah, but it was like it was a really like it was a really nice like that was a nice moment, too. And he was one of the people who was really. Really behind me.

[00:17:13.730] - Aileen Day

It's got the it's got the O.G. feels of Love Your Business in it, though, doesn't it?

[00:17:17.860] - Aileen Day

What's O.G? It was a original gangster.

[00:17:21.940] - Pete Cook

I like seeing this acronym everywhere recently and I had no idea.

[00:17:29.470] - Aileen Day

That's OK. I just learned only a couple of months ago what G.O.A.T meant. You know, obviously, you're obviously not a cricket. I'm not I'm clearly not a sports buff. I was like, goat? And I ended up because I got so sick of it, I was like, OK, that's it. I'm Googling it.

[00:17:47.110] - Aileen Day

And I was like, what? What?

[00:17:50.920] - Pete Cook

We actually had in the Thought Leaders team we had a G.O.A.T award where we had to little but it was weird because it got awarded every month.

[00:17:58.580] - Pete Cook

So I was a little bit bizarre. But the greatest of all time was for a month. The greatest, the greatest of all.

[00:18:06.580] - Aileen Day

Twenty eight days. I love it. That is so good. So what a what a freakin journey. Right. So you've gone into black belt in twelve months. You've broken, you've broken all the time constraints. Matt Church has obviously said mate, we should talk, so what happens after that?

[00:18:27.670] - Pete Cook

He he invited me to write 'Sell Your Thoughts' with him.

[00:18:33.660] - Pete Cook

Which was the first version of the Green Book, so the Thought Leaders Practice which you've got sitting right beside you. Yes.

[00:18:42.180] - Pete Cook

Is that is the next the second edition of that book. So he invited me to write that with him, which was really cool. I wrote and then my first book on my own, which was 'Implement' around implementation.

And then we were talking about what we wanted to do together.

[00:19:01.150] - Pete Cook

And then eventually I said, I think that Thought Leader should be a 12 month program, not a two day or four day program that to actually for people to get the results, it takes more than teaching them the methodology. We actually made an implementation framework. And so business school was effectively my implementation framework overlaid on Matt's methodology where we put in the frameworks and the structures and the accountability and the support. Yeah. To hold people for 12 months. Yeah.

[00:19:32.640] - Pete Cook

So that so that it made it much more likely that people would do the work and follow the system and get the results. Yeah. And so we launched that together. Seven years ago, wow.

[00:19:49.380] - Pete Cook

So is Matt now like your work husband? Oh, no we've got now the leadership's expanded Lisa O'Neil has come in, taken over from from me as the CEO, so I'm now handed that over to her and now I'm the Chairperson at Thought Leaders. And we've also brought in, Linda, another Kiwi, she's heading up faculty and our mentor development.

[00:20:17.860] - Aileen Day

That's fantastic. Actually expanded it a bit. So the practice is growing?

[00:20:23.680] - Pete Cook

It is. Interestingly, it's now we teach, we teach this business practice distinction. And that old ladies, is clearly a business. Yeah. Which is part of our part of our black belt.

[00:20:36.220] - Pete Cook

Our beyond black belt curriculum is is what do you do with how do you turn a practice into a legacy practice. Yes. One that lasts beyond you.

[00:20:47.650] - Pete Cook

Obviously for it to last beyond you, it has to start to. Get some business, get some business elements, but it's still having said that, it's still very much us doing the delivery.

[00:21:02.940] - Aileen Day

It's not which to be honest, I really love that the original founders of it are still the ones who are, in essence, the teachers and the trainers and and from I, I work in customer experience so a lot of my lot of my work is around, you know, working on how to keep customers, human beings to be loyal as human beings can be to a brand. And I think one of the biggest things that I find in the feedback that I get around training programs and whatnot is that people think they're going into, see, a person or learn from a person.

[00:21:50.170] - Aileen Day

But in actual fact, it's the legacy that they end up learning from. And so that customer experience becomes like diminished a little bit. So they lose that. They lose that advocacy. So I think that from your point of view, the way you still have that model where you're in touch and and on the ground at the front line is an amazing and amazing model to continue working with.

[00:22:16.350] - Pete Cook

It's an interesting balance, too, because typically we're talking about a brand like we don't want to be too middle aged white blokes.

[00:22:26.750] - Pete Cook

At the front of the room telling everybody what to do. We also want to create a more relatable community, but but also honoring well actually, this is where it started. And people want that connection, too. Yeah, absolutely. So it's there's a there's a tension there, too.

[00:22:45.020] - Pete Cook

But of how much do we step back and let other people lead and how much do we still, still be at the front of the room

[00:22:55.510] - Aileen Day

And yeah, and I think a lot of that comes down to how you put that out there as well. So, you know, I said a lot of customers, if you set up the right expectations then people won't be disappointed. It's pretty much that simple.

[00:23:11.430] - Aileen Day

Don't don't advertise that you're coming to make Peter Cook and Aileen Day sitting there.

[00:23:18.100] - Aileen Day

Yeah. Not that there'd be anything wrong with that.

[00:23:26.620] - Aileen Day

So, that is such an amazing journey.

[00:23:28.450] - Aileen Day

I love I love just the ferocity that you've had in getting where you are today and the collaboration with some amazing, amazing people I haven't actually had the chance to meet Matt but you know one day, you never know. And I love the story that I have seen him on video, but yes.

[00:23:51.180] - Aileen Day

I've gone into. Stereo, OK? Oh, you're sounding fine to me still. Why has it done that? Right, I think it stopped. Hopefully. I could hear myself back and it was like. That's a bit weird.

[00:24:16.970] - Aileen Day

To say, yes, I haven't met Matt yet, but, you never know, one day, however, Mr. Peter Cook, Chairpersons of Thought Leaders Business School man in the know, proven business coach, world, world renowned and our magnificent human that you are.

[00:24:47.900] - Aileen Day

I want to know and for my listeners, for our listeners today, what is it that you prescribe to them in how they can become their own value driven brand? What are the tactics that you employ for your own practice, business, life that has gotten you to be able to live this value driven brand that is, is you?

[00:25:13.190] - Pete Cook

It's interesting because our methodology in our community are all people where the expert or the person or the thought leader is the brand. So there's this whole there's another layer on top of that of how do you how do you position yourself and how do you sell yourself when it's you, which is again, it's and it's I think it's possibly the hardest thing.

[00:25:37.720] - Pete Cook

To sell, I would agree, particularly, particularly, I think, to here, Australia and New Zealand, our part of the world, we're not culturally there's a little bit of cringe around when you do that. And so how you position yourself. And how you position your brand becomes even more important, and that's the is the first thing we say is obsess around that, obsess around positioning everything you do and it's interesting we say to people at the start of our program.

[00:26:15.070] - Pete Cook

That one of the decisions you make coming in is deciding that you're going to be a black belt, right? Great mind set. Which is. Yeah, and it's also it's like in a way, it's a little ridiculous to say, all right, you've you've got no track record. You've been making one hundred thousand dollars a year for a decade to actually sign that and actually now go commit to make a decision that this is what you're going for. And it's not just revenue.

[00:26:43.660] - Pete Cook

It's. We say it's a half a million to one and a half million dollars doing work you love with people, you like the way you want and making the difference you are born to make that. Part of the reason we do that, as you say, OK, if you actually start doing that, make that decision now, you can already start to be that and you can start to position yourself. Like that, and one of our memes is what would a black do? Say when you're out in the world?

[00:27:12.710] - Aileen Day

It's good to go to whenever I want to sit and watch Netflix and drink wine. I sit there and I say, "Aileen, what would a black belt do"?

[00:27:23.760] - Aileen Day

And to be honest, I have no goddamn idea or concept as to what an actual black belt would do.

[00:27:29.610] - Aileen Day

But after reading the book, yes, I figured out a black belt wouldn't go and sit on the couch, watch Netflix and drink wine, you may be surprised, but I don't want ruin this for you, after they make the million.

[00:27:47.690] - Pete Cook

Yes, it's one of one of who is it that whose name she says "create first, then consume", which I think is a really nice create first, similar then consume.

[00:28:06.450] - Pete Cook

And that's. Well, with that, she said her programs, Bcorp she does these fabulous.

[00:28:15.460] - Pete Cook

Anyway, I've gone blank on her name. Google it, Google it after the show.

[00:28:22.370] - Pete Cook

Yeah.

[00:28:22.650] - Pete Cook

So every but when you're saying what would what would a black belt do, it's a little bit of how do you like having somebody else set your appointments is a really good positioning thing. Oh, ok. It's so it's little things that. Yeah, that. That that's not a it's another I like to call it telling the truth in advance, that you actually paint this picture of what of what you want and then, then make it true.

[00:29:10.290] - Aileen Day

Ok, so it's in essence, what you're doing is your positioning, positioning yourself to, in essence, be bigger than you currently are. But in doing so, you become that big. Yeah, yeah. Yeah.

[00:29:26.690] - Pete Cook

So creating a Value Driven Brand podcast. Mm hmm. Is that like this is a beautiful positioning piece because you are now talking to people about it. You're the host, you're automatically positioned as the expert in that. But wait a sec. Who the hell said Aileen Day is the expert in value driven brands?

[00:29:48.740] - Pete Cook

Yeah, you did. By and by by declaring it and being congruent with it. It's now true. Yeah, but it's fabulous. Like, it's obviously it's very congruent. But what you're doing is value driven branding yourself.

[00:30:07.470] - Aileen Day

You heard it here, folks. So obsess about positioning. I love it. I think it is definitely something that we could all put into practice quite easily in so many areas of business. What would be a second piece of advice around how to deliver a value driven brand?

[00:30:32.770] - Pete Cook

Publish. So, again, this is for our, specifically for experts who are doing it, but publishing your thinking and doing it, I publish ruthlessly, similar Seth Godin says that you have to ship the same idea, that you have to get your stuff out and hold your, kind of hold your feet to the flames a little bit to do that. That if you're doing your podcast. Is there an episode that comes out every week? And then be ruthless about that.

[00:31:10.080] - Pete Cook

If you write a weekly blog, write your blog weekly and then eventually get a book. So it's another one of the deliverables for our program is everybody in the program has to write a book.

[00:31:20.460] - Aileen Day

Oh, and I started writing a book. When I hear what it's called. I do, so. I consult in customer experience how to help businesses create loyal customers. I started writing a book called "How to Piss Off Your Customers and Make Sure They Never Come Back. The Anti Guide to Customer Experience". Awesome, when is it? I love it, I love it. When's it coming out of anything? I've written two chapters so far, but I would anticipate sometime early next year, isolation's giving me a little bit more time.

[00:31:59.230] - Aileen Day

Yeah. Whether I like it or not. Yes, so in our game as experts, I think the book is still the ultimate positioning tool, right?

[00:32:11.980] - Pete Cook

And why is that? In the Middle Ages, like in the 15th century, there were 5000 books in Europe, so it's five hundred years ago. It's not it's not that long ago. And that's because every book somebody had actually written before the printing press, every book had actually been written. And well they're incredibly valuable. I am sure in our house is more than 5000 books that have gone through a house that either we still have there in boxes in the shed that are on bookshelves or on Kindles.

[00:32:51.320] - Pete Cook

That's but but it's not that long.

[00:32:55.330] - Pete Cook

It's not that long ago that the idea that a book was almost the most valuable thing you could have.

[00:33:02.090] - Pete Cook

Yeah. And and even though we now have so much digital content, we're still culturally haven't caught up. So our cultural memory is that the knowledge of our society is held in books. And so when you hold up and when somebody sends you an actual book, you've got a book in your hand. If it's.

[00:33:29.560] - Pete Cook

It has more weight. Than it actually deserves. So there's no reason that a website or a newsletter or a video or a podcast, there's no reason that any of those can't be as valuable, but we don't we don't give them the same weight. Right.

[00:33:53.950] - Pete Cook

And then a little experiment you can do to prove it is try throwing out a book. So I get sent lots of books like lots and lots of people. Students write when they write books, they send me books, which I love, other people but I get sent lots of random books too. And some of them are great and some of them are terrible. Because there's no there's no you don't have to get an editor. You don't have to. So I've got sent this awful book that had, like you could see the page layout was terrible.

[00:34:27.640] - Pete Cook

There was typos. It was somebody had written words, but that was about it. And it was somebody I didn't know who had kind of randomly sent me this awful book. And I went to throw it out and I had almost this physical reaction. And I ended up like to not put it in the recycling bin. And I ended up like

wrapping it in newspaper to hide it just in case somebody see it. Which is weird, right? It makes no sense if you get like if I give you a brochure.

[00:34:58.600] - Pete Cook

And a brochure can cost just as much to produce, like a and you can now get a book printed for four dollars, a brochure cost more than that, but you have no reticence throwing a brochure and absolutely throwing a book at. And it's because it has this disproportionate weight.

[00:35:16.810] - Aileen Day

Funny you say that the you know, the IKEA magazines? Yes, I nearly get the same feeling, throwing that in the bin. Isn't that funny? And I do wonder if that is why people are save it.

[00:35:36.910] - Aileen Day

I really feel like, oh, God, just the effort that's gone into this and I'm putting it into being disappointing. Goodness me, that is. And actually, you know, I know some people say, oh, I'm I'm well known and I've never written a book, but would it be a fair statement or a fair kind of insight to say they might be the outlier when it comes to becoming well known in business or in a practice? That you usually if you are also an author, that credibility of of having that book with your name on it adds to that. Want to get to know you even more?

[00:36:22.350] - Pete Cook

Yeah, absolutely. So, of course, there are people who have been successful without writing a book. But in terms of I talk about it as marketing, arbitrage is an arbitrage.

[00:36:33.100] - Pete Cook

It's a good word, isn't it?

[00:36:34.870] - Pete Cook

What does that mean when you talk about financial arbitrage? It's when there's a difference. So geo arbitrage is where you get work done in a different geographical place that costs much less.

[00:36:50.980] - Pete Cook

So if you employ staff in the Philippines and you make money in the United States, that's geo arbitrage because there's such a different cost of living. But I talk about marketing arbitrage is the difference between the effort of writing a book, which is still a fair bit of effort to write a good book. But there's a disproportionate return, so if you give somebody a book, you automatically kind of.

[00:37:19.930] - Pete Cook

Take that position as the expert, puts your brand there, you're less risky if you're speaker, if there's two speakers and one of the speakers has written a book, that's a less risky option.

[00:37:33.850] - Aileen Day

I better hurry up and read it, then write it. Yeah, I can just see that.

[00:37:42.370] - Aileen Day

I can just see the title of my new book being read out on international speaking stages.

[00:37:49.430] - Pete Cook

Yes, internationally renowned author of a magnificent book.

[00:37:56.800] - Aileen Day

So that's a fantastic tip. I love that as well, especially because I'm a little bit biased. I am in the process of writing a book, so that is fantastic. And it's just it's one of those things, I think, especially with what's happening at the moment where people have got this and I wouldn't say extra energy, but this different energy going on with this pandemic.

[00:38:18.470] - Aileen Day

And and even once it's done, you know, to reconnect with words, I find it's funny you mention handwriting. I, I have lovely handwriting. I used to work at Bunnings. And you know how you walk into Bunnings and have big blackboards with beautifully written signs on them. That was my, well that wasn't my job, but I loved doing it. So, yeah, I did it a lot. And therefore my handwriting is quite good. And one of the things I've noticed is I have now I won't turn the camera away, but I have now got notepads, notebooks, pieces of paper, and I literally nearly don't use a digital anything to write things.

[00:39:05.840] - Aileen Day

Now I just am using diaries and notebooks just to reconnect my brain into something that feels more grounding than what I was doing before. And yes, I probably like I wrote a blog the other week and it took me probably took me about three or four hours to hand write it.

[00:39:27.950] - Aileen Day

And then I had to go back and type it up. And yes, it was double handling, probably not the most efficient way to use my time, but I think the outcome was completely different because I had had written it. And I think the same goes for writing a book. Like you said. Seth Godin says, you know, put your feet on the fire, get your thoughts out and publish. And I think so much of people's amazing experiences are yet to be heard, and if you were to take that piece of advice on board, maybe the next piece of publishing is yours.

[00:40:08.590] - Aileen Day

So what would be the third tip?

[00:40:10.090] - Aileen Day

I see what you did there. What would be the third tip that you would encourage businesses, leaders, thought practitioners to to take on to deliver their own value driven brand?

[00:40:27.470] - Pete Cook

Do what you say. So this is particularly where you are, the brand, you can't one of the things I say is never sacrifice the long game for the short game. OK, what does that mean? So we so we have a 10 year game.

[00:40:46.360] - Pete Cook

So if you think in your practice you have a 10 year game to achieve financial freedom, to get to black belt, to run whatever, whatever is your vision for your decade and then you have again, what are you trying to do in the next three years and the one year and what are you doing this quarter? And so this quarter we want to have like it's good to say, OK, this quarter we want to get this out to market and get it to ten thousand dollars a month.

[00:41:08.750] - Pete Cook

So we'll have a practice. You'll have sales targets. How many approaches, how many meetings, how many sales, how much money do you want to make this 90 days, but never hurt the long game for the short game and never sacrifice the 10 year game for the three month game. And the long game is all about your positioning and your brand. So never another way of saying never hurt your brand. For short term results and what would be a couple of real life examples for people to kind of visualize in their minds?

[00:41:41.820] - Aileen Day

Of an example where you have potential, not you personally, maybe, maybe you personally, but someone you know of who has personally taken on that risk of killing the long game for a short game return.

[00:41:59.380] - Pete Cook

So where you have you have readers who deliver value, that you have a kind of an audience where you sell too hard. your offer now, that pisses people off and they stop subscribing, yeah they do so I so I have a weekly a weekly blog that I that I write and I'm really careful about.

[00:42:28.940] - Pete Cook

Once or twice a year, I'll send out an offer, but fifty two times a year I'll send out value. Love it, so hard! And not yeah, but it's not the more I could be like if I wanted to make more money this month, I could I could go really hard. I could send I could have a limited time offer, send long form emails, close hard. I could do always Internet marketing tricks and I would make more money this month.

[00:42:59.540] - Pete Cook

But but it would be out of integrity, it wouldn't be it would it would change. It would I would be I would actually be cashing in on my positioning, which is this asset I have, and reducing that asset to make some quick money. Rather than saying no, actually, it's more important to. To keep showing up our promise, we have this, you sign up for my newsletter, you sign up for my blog, for the 'Word From Pete' like this, promise that I'm going to show you're going to give me some of your attention.

[00:43:33.360] - Pete Cook

You're going to give me a little bit of attention each week, and in return I'm going to give you a little bit of value each week. Yeah, I love it.

[00:43:39.390] - Pete Cook

And then if I or another one or one I really don't like with blogs is where I start reading someone's blog and it's a story. And then halfway through it becomes a pitch.

[00:43:51.470] - Pete Cook

Yeah. And you tricked me. I promised you some of my attention. Yeah, and you promised me some value and now actually you've broken your promise. Yeah. And by all means, in your P.S. tell me what's coming up down the right hand side. But if you if it's an article, make it an article. If it's value, make it value. Don't. Don't mix them up, but what you were saying before, it's selling a program and then.

[00:44:22.680] - Pete Cook

Tricking people into coming along to see you and it's actually somebody else. But I even call back when you say you're going to go back. Deliver and yet to have if your. You get kind of your personal brand is. Your someone who's known for doing what they say, hmm, I can trust you, I can if I can refer people to you. There are people who I can who I love. Who I think there stuff's great, but they're not reliable, right?

[00:44:55.320] - Pete Cook

They don't do what they say and I cannot refer to them. I can't I can't send people there because I don't know. The experience is going to be good. It might be great. Sometimes it is, but it's hit and miss. And so I'm not going to risk my reputation. Sending someone else there?

[00:45:13.700] - Aileen Day

Yeah, absolutely, and and that's exactly what happens when I do a lot of work around net promoter and stuff like that. And why would you recommend someone and why wouldn't you?

[00:45:28.610] - Aileen Day

And what's the what's the offshoot to recommending a service or a product or whatever it might be, and then it actually goes to custard. What's that personal personal kind of outcome from there? And you're right, if you were to not be doing what you're saying you're out there doing? And it's no surprise that people aren't going to recommend you. And in a lot of professional services, it can be really, really great at marketing. But I find still probably 98% of my clients come from word of mouth.

[00:46:11.320] - Aileen Day

Yeah, of course. So from a business point of view or a thought leader or practitioner's point of view, you know that and to me, we talk a lot about values.

[00:46:24.960] - Aileen Day

So one of my highest values is integrity. And I don't even care if something has just blown up in my

face, if I made a mistake, I have the integrity to own it and to be accountable. And and the same goes for if I want people to recommend me, I will work my ass off to show them that I do what I say I do, because the last thing I want is someone to go "Ahh, actually, she's a bit sketchy". Yeah, that would kill me.

[00:47:01.840] - Pete Cook

Yep. When you say it's one of your highest values, it's my highest value, if I had to pick one.

[00:47:08.710] - Aileen Day

Well yeah, I'd be the same if I had to pick one, you know. And in the book you guys talk about the phrase working. Say it for me, work you love with people like the way you want. Love it. And to me, that means what I considered that when I was reading a book and, you know, I've been to one of your workshops and when I considered what that meant for me, that meant I want to work with people with high integrity as well.

[00:47:41.390] - Aileen Day

I want customers who when they say to me, I mean, I'm ready to change or I'm ready to listen, that they show me that they're ready to listen or that they're, you know, they might struggle. And I never expect to see them win in five minutes. But I hold this kind of value where I can see that you've got enough integrity to show me that you're trying.

[00:48:08.810] - Aileen Day

Yeah. So I would agree with you, integrity is definitely my highest working value and probably life value, to be honest. Yes, they are some absolutely amazing tips and insights into business and how to do it successfully, how to not do some of it, which is just as important, because I think so many times people say don't do that. But it's really important, I find, to explain, well, what does that mean? What does that look like?

[00:48:43.880] - Aileen Day

How does that feel? What's the actual outcome? And I think sometimes it's like having children. You can say, don't touch that, man I'm touching it until I figure out why you told me not to touch it, you know, and I think like you said to, you apologize when you get it wrong.

[00:49:01.570] - Pete Cook

Yeah, I got it. I got an email two days ago from somebody who said in our Foundation program said, I've had a really disappointing experience. I was expecting a phone call on this day. I didn't get it. I had struggled. I'd struggled. I called someone once, I got one message back that that was it. I was expecting this. And this didn't happen. If I had a I know there's no money back guarantee, but if there was, I would want my money back.

[00:49:30.090] - Pete Cook

I'm like ooof.

[00:49:31.990] - Pete Cook

Well, that's this is definitely this is kind of this is uncommon. But it's also interesting. We've actually we're out of integrity. We've broken that promise. He was this is why what he was promised and this is not what he got. And for whatever system breakdown, wherever that happened and pandemic, roles changing, whatever. If it's my business? That's my promise. That's broken. Yeah. And so before I even I kind of found out what I didn't kind of try and fix the problem or break I rang him up and said.

[00:50:03.610] - Pete Cook

I'm as disappointed as you know, there is no money back guarantee, but I'm giving you one. Yeah, I'll give you your money back if you're not happy. Would you give us another month? To see if we can fix that, but if we don't, this is a personal and the program doesn't come with a money back guarantee, but you've got a personal money back guarantee from me. Yeah, and if it doesn't get fixed. And yes, I am really sorry that that's your experience, that's obviously not what we're out to do.

[00:50:34.520] - Pete Cook

Yeah, but I think he can get a when, when like you always have times where where you are out of integrity and it's almost a bigger test, then what are you doing?

[00:50:47.610] - Aileen Day

Absolutely. And one of the things that I say to my clients a lot is, you know, even if the person you considered them to not necessarily be coming from a place of integrity themselves, so maybe, you know, they didn't do the right things in the course, or they didn't uphold their end of the bargain or they committed to something that they didn't actually do.

[00:51:10.420] - Aileen Day

Whatever was at the end of the day, the fact that this happened, I still treat it as a gift. You know, a) my background in PR tells me it will go away eventually. But how you handle it, I always say to my clients, one of my clients especially, has an international office supplies business, and they are amazing at what they do, but they get zero point zero zero one percent of customers who can be quite vitriolic and they take it to heart so hard.

[00:51:49.930] - Aileen Day

And I say to them, you know what? This is what you can say. You're going to respond and you're going to be genuine and be going to say sorry. And because saying sorry isn't what many businesses think. It's not an admission of guilt. It's an admission of being human and then what you're going to do is you're going to consider that that's not just one person saying that, that there is the opportunity for that to be shared and talked about and go viral and discussed.

[00:52:22.940] - Aileen Day

And so you're actively doing it not just for that one person, but for anyone who might have had the same thoughts or feelings as well, who might see this later on down the track. And, you know, even now when they contact me, they're like, oh, someone's complained and I'm like right, we're going to control the situation. But we're going to talk to everyone watching from the outside in. And I think from what you've just said, for that situation where a fine, there's not a money back guarantee, but if that person wants to go and talk about your brand or your business or your promise, that story just changed completely.

[00:53:06.800] - Aileen Day

Yeah. And it was a gift, in essence, I look at it and I think thank Christ, because one thing I know is for every one person that complains, there is an average of 10 that just walk away silently and never come back.

[00:53:19.510] - Aileen Day

Yeah. Yeah. Which breaks my heart because I can't fix it. I like fixing shit. Oh, so many amazing insights now. Before I let you go, Mr. Cook. Yes, I. Hope you remember, if you don't have to remind you, I ask all of my guests to give me one song that gets them absolutely pumped for anything. Do you remember the song you told me? Yes.

[00:53:56.140] - Aileen Day

Let's Go Crazy by Prince. Now, the fun thing is I was interviewing a psychologist, Dr. Linda Wilson, the other day, and she said, I just can't think of one. I didn't think you'd really care now jokes on you because I care so much. The reason being is because for our listeners and our subscribers, every expert that joins me on the Value Driven Brand podcast is asked to do exactly that, provide us with the songs, pumps them up, gets them ready for anything.

[00:54:28.960] - Aileen Day

And we add it to a very special Spotify playlist.

[00:54:34.450] - Pete Cook

Oh, yeah, it's so cool. Yeah.

[00:54:36.850] - Aileen Day

So everyone that listens into the Value Driven Brand will also get access to the Spotify playlist. And I'll tell you what we have just in the early stages, but this playlist is frickin pumping and very eclectic. Yeah. We've got we've got trance. We've got Helen Reddy. We now have Prince, we have Queen. We have some 90's bangas.

[00:55:05.560] - Pete Cook

It's a dangerous song when I'm driving. I find it very hard to drive by, do you smash the steering wheel?

[00:55:15.790] - Aileen Day

I think I've done that once or twice. So Let's Go Crazy by Prince is now officially added to the Aileen Day Official Spotify playlist. So thank you so much for your contribution to those amazing bangas.

[00:55:33.410] - Aileen Day

Pleasure and on behalf of myself and everybody listening and everybody that listens to the future and watches this video, wants to know more about Peter Cook or the Thought Leaders Business School. You can also Peter is so generous. He is offering a free copy of the Thought Leaders book, Thought Leaders practice book. All you have to do is email him. And I'm going to tell you the email address is peter@petercook.com. peter@petercook.com.

[00:56:19.910] - Pete Cook

So easy, Just mention, just mention The Value Driven Brand podcast in the email and say book please.

[00:56:28.250] - Aileen Day

Book please, book me, baby, and thank you so much for your generosity. That is amazing. Now, I have read, read this book twice actually and I don't know, not sure Peter knows which part, but I'm actually doing a book marked specifically. I am in the process of doing what's called pink sheets. And if you don't know what they are, then you certainly need to email Peter and get your copy of the book and change your life.

[00:56:59.420] - Aileen Day

It will change your life. It will change how you do business. It will change your brand and how you go about practicing your expertise out in the world. You can also visit my website because all of Peter's socials and his website and this podcast and the video will be available on valuedrivenbrand.com. How easy is that too heyy? valuedrivenbrand.com and you can see all of the resources available from Peter. Peter Cook, thank you again.

[00:57:37.250] - Aileen Day

Thank you for joining me. It is my privilege, my pleasure to learn from the master. And I can't wait to continue going through my own Thought Leaders journey. And I look forward to the opportunity to meet you in person again one day in the future.

[00:57:54.710] - Pete Cook

You are too kind and it's been an honor. Thank you.

[00:57:57.230] - Aileen Day

Have a great day, everyone. Till next time, make sure you get out in the world with a mask maybe where ever you are and stay safe, but go and create value somewhere for somebody in your life. Have a great day. Bye.

[00:58:19.770] - Aileen Day

Thanks for listening to the Value driven brand podcast with your host Aileen Day is your business struggling 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.

[00:58:39.600] - Aileen Day

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