

[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.

[00:00:30.680] - Aileen Day

G'day, everyone, and welcome back to Season 2 of The Value Driven Brand podcast, I am your host Aileen Day. I am so pleased to bring you one of my most favorite and special guests. And I am so pleased that she agreed to come on and be our very first amazing guest for Season 2, it is the most wonderful Kate Engler, thank you so much, the publicity princess herself. Thank you for joining us how are you today?

[00:01:02.770] - Kate Engler

An absolute pleasure to be here, thank you for having me and I'm great. Yes, good to be alive.

[00:01:10.230] - Aileen Day

It is, it is certainly good to be alive, we've made it into 2021 sliding by the seat of our pants, probably putting out a fire here or there, but nothing like last year. So I want to introduce you to my friend Kate, Kate is one of the most stand-up women I have come across in 2020 and I couldn't help but bring her on here and share her amazingness with you on The Value Driven Brand podcast, she is what they call the PR Anti Christ.

[00:01:43.090] - Aileen Day

Now, if that's not a tag that you want to be proud of, I reckon then you don't get one. That is amazing. She is the queen of media here in Australia, she gets to teach people all over the country how to be amazing in front of the media, how to pitch themselves and how to become known in everything that they do. And it is a pleasure to have her here on the show today. Now, I could tell you more, but I'm going to actually hand it over to Kate because, Kate, I want to hear your story, how did you get into PR? And I have to say I am qualified in public relations as well, and I remember having this conversation with you, but your PR is so much cooler than my PR, and I love hearing about what makes people get into it so talk to me. How did you get into becoming the "Publicity Princess"?

[00:02:38.420] - Kate Engler

Well, thank you, and yes there is as with all professions there's a spectrum, isn't there, of good, bad and ugly, and, and I'm not saying that, that's not casting aspersions at all, it's just what works for me. So I've been in PR for 30 years on both sides of the country and I guess mostly in agencies, and I guess what I found, Aileen in agencies was the amazingly inspiring small to medium businesses would come into the agency and they would know that free media was the way to bigger and bigger their reach, and broaden their voice and really amplify what they were doing. And then I would sit in the agency, we throw around amazing ideas and then the directors would go and put the proposal together, and then when the client came back all excited about what was possible, they'd look at the bottom line and realize that it was a minimum for usually six grand; month in month out, month in, month out with a minimum six-month engagement and most of the small to medium enterprises that came across our door just couldn't afford those higher agency fees. And that just broke my little entrepreneurial heart one too many times, and I thought, there's got to be a way it's, PR is not rocket science, despite the fact that some people might make you think that it is, it isn't.

[00:03:55.990] - Aileen Day

It's not.

[00:03:58.640] - Kate Engler

And so I just thought there's got to be a way that all of these amazingly inspirational businesses can harness the media themselves and, and conduct their own media journey, roll out their own publicity when they want to. So that journey started about 15 years ago, I suppose, and then the Meet the Press Masterclass now in its ninth year, because when I started working with small to medium business, I was teaching them all of the tools that they need for their own media journey. But the big question

that kept coming up was how do I get to the journalists?

[00:04:34.070] - Kate Engler

Where do I find the journalists? I don't know any journalists. And of course, you don't need to know them and have lunch with them once a week and be godfather to their, to their children. But, but of course, you do need to know how to access them, and so that out of that abundance of questioning to Meet the Press Masterclass was born where we bring journalists directly to these amazing businesses like yourself. And, and I just get out of the way, and that's why the PR Antichrist term was developed by Fairfax some of the Fairfax journals about me, because they're like, oh, man, no one does PR like you do, and I'm like, and they love it because it does remove the middle man. **All journalists want are** great stories and great businesses all businesses want is access to the journalists. So I can make that happen and get the hell out of the way.

[00:05:26.660] - Aileen Day

Yeah, I love that, and I can imagine there's an agency here or there who shake their fist every time they hear your name. Not that Engler, that would be brilliant. What a thing to be known for, but I can imagine you know, I know from first hand experience and we will talk about the Meet the Press Masterclass a little bit later on, but I know from first hand experience and being a small business that, yeah, absolutely.

[00:05:57.620] - Aileen Day

When you want to share your knowledge and your experience with the greater, the greater world to, to have access to the media like you give your students is just none the, the most important thing to, to scaling and, and what an amazing customer experience. You know, we talk about customer experience a lot, especially, you know from, from my side of business. And I love hearing about people who you know what? I keep hearing this, I keep hearing this, actually, let's do something about it there's a gap here that we can fill that is going to deliver so much value to people and be so meaningful to businesses everywhere, and that's what we're all about we're all that delivering value.

[00:06:46.610] - Aileen Day

So that is an absolutely perfect example of how to go about and do it. Speaking of which, this is The Value Driven Brand podcast, and if you have any tuned in before, the whole purpose of this podcast is to help business owners, leaders, entrepreneurs, anybody really, have some insight in how they can go about and create a value-driven brand. And the reality is, if you hadn't seen the podcast that I did in the 1st Season with the Managing Director of Bunnings, Michael Schneider, now we talk about why did I do this podcast? And the reality is that I have come from a background where it was multi-billions of dollars in profits and sales, but that didn't actually mean that we used multi-billions of dollars in profits and sales to innovate, to deliver value, to help create a trusted brand.

[00:07:49.530] - Aileen Day

We actually had some of the most simple, insightful tools that just were genuinely easy to use and easy to digest that helped our customers. And that is what our guests at The Value Driven Brand podcast are also all about, and my wonderful friend Kate Engler is no different, but the thing that Kate brings for you today is an insight, a bit of a twist on a value-driven brand, and that is the PR media twist. And I fricking love that right? As someone that has worked with Kate, done her Meet the Press Masterclass, and we're going to have a fabulous offer for you at the end of this, so make sure you tune in. But I have had the pleasure of talking to Kate about what she believes creates a value-driven brand. And so we're going to go through those like right now, and the first thing that Kate talks about in when you're creating a value-driven brand is in essence, that not everything about your, about your media experience, is actually about you. What does that actually mean, Kate?

[00:09:08.900] - Kate Engler

Absolutely, this is one of the most valuable pieces of information I can impart to your beautiful listeners, and it's very easy and I understand it. I really do that when business owners embark on their media journey and they want to talk to business, to journalists about their business that they do make it all about the business. And I do this and this and this and this, and I do this, and that's the biggest mistake that business owners make when they are developing a media pitch, is they make it all about

the business and they don't kind of comprehend or understand that it's actually not the journalist's job to promote your business. Now, of course, they know that by interviewing you or writing an article about you, you get that halo effect, you get that, the credibility that goes with them writing about you, so they know you're going to get the credibility, the kudos and the customers that flows from media coverage.

[00:10:09.530] - Kate Engler

But here's the newsflash, that's actually not their job. Their job isn't to promote your business. Their job is to tell the news, right? So the big mistake that business owners make is they make it all about the business, rather than looking within the business as to what is the new worthy angle that will keep the journalist interest and have them write a story about them, so that's one of the biggest mistakes that business owners might when they think, yeah, I could do my own media, which they can, by the way. But I just want to point out some trip hazards so that they don't trip over.

[00:10:46.160] - Aileen Day

Yeah, and so you just touched on some of the biggest mistakes that businesses make when they do consider doing their own publicity. Elaborate on that, because I'm sure there's more than one.

[00:11:04.210] - Kate Engler

The other, the other big mistake that business owners make is when they send their pitch to a journalist in the subject line, they'll put media release now because they media release attach, right so it kind of sort of makes sense. Nothing could be, nothing could be a dumber move really, because the journalists get hundreds and hundreds, sometimes thousands, of emails per day. And you **can, they** don't know your name, and all they see down their inbox is media release, media release, media release, media release, media release, media release, media release, media release, media release, media release, media release, media release.

[00:11:38.200] - Kate Engler

They're not going to click on any of them, so instead of falling into that trip hazard and just putting media release in your subject line, it's really important to make your subject line what I call "unwalkpastable". It's a made-up word just go with it, it means that as the journalist is scanning down their inbox they, oh, they can't walk past whatever your subject line is. And you entice them and grab their eyeballs into your email from the get-go from that subject line, so that's another huge rookie error that people make.

[00:12:13.640] - Aileen Day

Yeah I reckon, I reckon even though qualified in PR, I in the past have done that and, and you can envisage like you said, when they getting a thousand emails and that's not even an exaggeration. That's a legitimate especially if they're a national broadcaster, you can imagine how many people are trying to get their attention and no one's going to get called out by having that type of, that type of hitting. I'm just going to put the joy of sex on all of mine. Yeah, yeah, for those of you listening who are like, what the heck? Yes, I have a, I have a tendency to refer to customer, employee, and human experience as the joy of sex. So, yes, that if that doesn't get their attention it certainly raised some eyebrows when we did the Meet the Press masterclass, that's for sure.

[00:13:18.820] - Kate Engler

That's the great pattern interrupt that you are because they get pitched to so often imagine, imagine if you are a parent and you've got four two-year-olds at you and... Someone says vino it's a pattern interrupt, right. You are like, yes or coffee or tea or Kombucha or whatever your poison of choice is. That's kind of the inbox of the average journalist, so if you interrupt that pattern and grab their eyeballs, you're halfway there.

[00:13:53.140] - Aileen Day

Yeah, absolutely, and I'm curious, you talked about the big missing when most businesses pitch to media. What is that about?

[00:14:05.020] - Kate Engler

I think the big thing that they're missing is the understanding of really, the media cycle and, and, and it

is that deeper understanding of what makes something newsworthy, so an amazing story, but the big missing is that news hook, that one thing that's going to grab the journalists attention and get them to read further, and in many, many we at the Meet the Press masterclass anatomy of a pitch section that happens prior to the two days that we spend together. And we do that very strategically and very deliberately to really take the pulse of people's thinking and their understanding about the media, and when a lot of those pictures come in, they're missing that big hook, they're missing that big "aha" moment for the journalist and showcases what the businesses do amazingly well, but it's missing the hook. So we always must look for the hook when we're pitching.

[00:15:12.260] - Aileen Day

And when you, when you talk about a hook, what's an example of a hook?

[00:15:18.350] - Kate Engler

Yeah, OK, so I've just been speaking to a group of authors this morning, and here's an example that I used for them. There was a woman years ago who had written a book called Meal Times Without Mayhem, great book, helping parents tackle fussy eaters, a toddler eating and primary school eating and all of that sort of stuff. But every time she prepared a media release, she would focus on the book, you know new book, Mealtimes Without Mayhem revealed or whatever it happens to be, and I would say to her, there's no it's not about the book, it's not about the book. And similarly, with businesses that don't have a book, it's not about the business, it's about the story and the issue that sits behind the book with the business.

[00:15:59.420] - Aileen Day

Right.

[00:15:59.930] - Kate Engler

And so at around that time, when she sent in one media release for me to review before it went to the journalist, Jamie Oliver was in the country and he was talking about his food revolution. And he was quoted in the Sydney Morning Herald as saying that "the parents not to sit at the dinner table with their children for dinner each night with no technology was actually unforgivable", he used the word "unforgivable". And so instantly I knew we had our hook. So the new head title was something along the lines of "Jamie Oliver Says it's Unforgivable". "Parents Think it's a Nightmare and Kids Think it's Boring". "Why Tech-Free Meal Times are Vital for Kid's Health. That the hope was really obvious, tech-free meal times couple with Jamie Oliver say it was unforgivable and that client was on the Today show within days.

[00:16:47.090] - Aileen Day

Wow.

[00:16:48.680] - Kate Engler

I was there on set with her in between her and the beautiful Georgie Gardiner was her book.

[00:16:55.010] - Aileen Day

Wow.

[00:16:55.690] - Kate Engler

So it just, if you focus on the issue your, the issue is the engine and your business or your book is the caboose that comes along behind the pitch. So it's very much secondary, and that's a big missing in the understanding for business owners.

[00:17:13.760] - Aileen Day

So it's like a support act.

[00:17:16.370] - Kate Engler

Yeah, your business or your book is definitely the support act, it is not the leading lady or leading man.

[00:17:22.790] - Aileen Day

I love that actually, I think, I think there is a lot of entitlement when it comes to businesses looking for media coverage that as you said before, there's this expectation that the journalist is out there to make that business look good when in actual fact, it's your job to make the journalists look good. And the more you can do that and this is certainly one of the things I took home from that, that Meet the Press masterclass was that the more you can make the journalists look good, the more they want you in their life. And if, like anybody, human nature says, the more you make me feel good, look good.

[00:18:04.760] - Aileen Day

You know, I have better things around me the more I want you to be in my life. So if you are a business and you're considering, you know, look, I've got a, I've got a good thing going and I think, you know, the world needs to know about it, and that's great. But one of the things that I took away from that Meet the Press masterclass as well was so what? So what? So if you could answer so what if you know what your hook is and if you can you know that you are going out to the media, to a with, a with an intention to help them look good, then of course, they are going to want to have you around. And that, I guess, leads to, you know, even more opportunities because as you say, you know, you start off in one publication, you move to a TV show, you go to that TV show, you end up on The Project. You, you know, so it just becomes this snowball effect where everybody's like, hey, that's a good thing. We want to get on that bandwagon, too. But you have to be in there with the right intentions, I think, as well as a business.

[00:19:21.220] - Kate Engler

Yeah, absolutely. Journalists can smell fakeness or, you know,

[00:19:29.530] - Aileen Day

Bullshit.

[00:19:30.830] - Kate Engler

Bullshit.

[00:19:32.080] - Aileen Day

It's a swearsy podcast we let, we let swearing happen.

[00:19:36.190] - Kate Engler

They can smell it at two thousand paces that I need you close enough for 20 they can smell it at 2000.

[00:19:41.970] - Aileen Day

You stink.

[00:19:43.840] - Kate Engler

And you stink, you really stink. And, you know, sometimes when people apply for the masterclass, I had one last, a chat last week and there was an element of this business that I said, you're going to get nailed on about that with the journalist, because I think that part of your model is smelly, I don't actually think it stands up to scrutiny, because my job as the custodian of their media journey, whether it's five minutes or five years with us, is to give them the best advice possible so journalists really can smell bullshit at two, two thousand feet. And so you need to make sure that you are absolutely genuine and that you're doing it for the right reason, and the other point that you made, Aileen that's just so true is media consumes other media.

[00:20:30.100] - Kate Engler

So you might be interviewed in the paper, one of, one of the major dailies or even a local paper. Many of our graduates have started in the local paper and ended up on national TV because like a big baby and because media consumes other media and if they know you're a great media performer, that's one less kind of due diligence checklist that they have to run you through because they know that you're already good media talent. And once you put yourself as good media talent, you will become that regular, you kind of work your way into their Rolodex and you become the expert that they go to for that particular subject matter every single time.

[00:21:14.740] - Aileen Day

Yeah, yeah, absolutely. And you know, in all this we talk about customer experience, you are their customer and, and probably vice versa. So you need to also treat them in a way that makes them want to come back to you, and what's that experience going to look like? You know, I, I do writing for various publications and they might reply back to me, and go actually, Aileen, we're looking for something like this next, could you do that? And I'm like, yes, yes, I can.

[00:21:50.550] - Aileen Day

Let me get to it, and initially, it's it might come off as oh someone's got free labour, but the reality is that I want to help them. I want to share what I know so that they then spread that news and then, you know, one day someone turns around and goes, who's this Aileen chick? Why does she keep talking about sex? What's that all about? And can we pay her right? It's a journey, right? And everybody starts somewhere, but you certainly won't get far if you walk into any of these situations feeling like somebody owes you media coverage.

[00:22:32.730] - Kate Engler

Yeah, absolutely, I mean, there's an amazingly brilliant free resource out there debating coverage called Source Bottle, source as being a source, not tomato sauce, but sourcebottle.com and that service emails you at no charge twice a day with callout opportunities, media opportunities where journalists are actually looking for experts. So it's low-hanging fruit, knock yourself out, go and register.

[00:23:01.560] - Kate Engler

But interestingly, I was speaking at a women's group a few years ago and I spoke about Source Bottle and one of the girls went, well, you know, I, I, it's just gonna to just take up so much time, so if I see something that interests me I'm like, nem nem nem nem, send. And you know I never hear back from them and I'm like, do you really wonder why? She's like we're giving them what they want? I'm like, energetically, girlfriend, you are off the planet because they would skip that, we live in a quantum world whether you subscribe to quantum physics or whether you don't, it doesn't matter. The reality is we live in a quantum world, right? The flat earthers think that the world is flat, it doesn't stop it being round. So you might not like the quantum physics, but it doesn't stop it being at play in your life, and of course, energetically they go (gibberish) the skank with which she's replying to her callout.

[00:23:53.550] - Aileen Day

I love that word.

[00:23:55.740] - Kate Engler

In, I know isn't it a great word skank. So your intention, your, your bang on with your message about intentionality, your intentionality when you approach the media and pitch to the media is all important because they can feel that they really can feel it.

[00:24:13.980] - Aileen Day

Yeah, absolutely. Actually, you just reminded me I need to get Bec Derrington on here.

[00:24:20.010] - Kate Engler

She would be great.

[00:24:21.330] - Aileen Day

Yes, she I reckon she, she could, she could also give us some sweet, sweet value-driven brand insights.

[00:24:32.010] - Kate Engler

Absolutely she's as funny as (unintelligible)

[00:24:34.770] - Aileen Day

Watch this space love it. So we've talked about the big missing, what misses the hits and misses, we've talked about that publicity isn't about the thing that you do, it's not about your business, it's not

about, you know, it's actually could be quite left of centre to what you do. And and that is still a fantastic way to, to be noticed but it's also about helping the journalists create a great story, and the offshoot to that is that your thing becomes known from that, and we've talked about some of the mistakes that businesses make when they choose to do their own PR, which is scary and look, as I said before, and I remember when I was doing the application with you to to join you with the Meet the Press masterclass.

[00:25:31.230] - Aileen Day

And, and you said we were talking about the fact that I was qualified in PR and you were talking about, you know, so what kind of PR? And I was so embarrassed to say I actually had no, no insight into your version of PR. None, like I knew how to write a pitch and I knew how to write a media release and and whatnot. But the rest of it was just a completely different world to the PR that I'm used to, which is crisis management and internal communication, and pitch and tone was like, this is a whole new freaking world. And, and I think you were quite happy because you were like, well, you clearly not here to take my work, you can join us.

[00:26:26.690] - Kate Engler

New friends.

[00:26:28.020] - Aileen Day

You're safe, you're OK, but it really is a completely different world that when you step into it and you have the right intentions and you want to go and share your message for the sake of helping people be better, to live a value driven life, to have a value driven business, you know, the, the journey becomes, just I can't even, I can't even put it into words, but it is certainly something that I am so grateful. I don't know if I told you this, I had a tax bill, and I used my last, my last dollars that was put aside to pay my tax bill. Hey ATO how you doing, to join your class? And I don't regret it at all. Not at all. I know where the investment needed to go, and it wasn't to the taxman. Sorry, what was that?

[00:27:29.370] - Kate Engler

I think it is an investment.

[00:27:30.860] - Aileen Day

It is, it is an investment and it is certainly one that if you get the opportunity to take on. And actually so here's what we're going to do on the valuedrivenbrand.com/podcast-series where you find this podcast. Once it goes live, there will be a link for you to actually apply for one of the three Meet the Press Masterclasses that Kate is facilitating this year. When are the dates for those?

[00:28:07.830] - Kate Engler

So we've got an in-person one in Sydney, won't it be great to be back in person.

[00:28:11.160] - Aileen Day

In person, I might fly to Sydney.

[00:28:14.070] - Kate Engler

Spoiling ourselves now.

[00:28:16.860] - Aileen Day

Humans

[00:28:18.240] - Kate Engler

In person in Sydney on the 6th and 7th of May, and then we've got a live stream, one based on the success of the livestream last year and how many overseas people joined us. We've added that to, that from the 29th and 30th of July and then in person again in Melbourne on the 21st to 22nd of October, so two in person and one via live stream.

[00:28:39.540] - Aileen Day

Yeah, I actually did the live streamed version last year and it was so nerve racking, but in the most

amazing way I knew that I was pushing myself out of my comfort zone. I knew that as much as I could happily talk underwater when it came to pitching myself, pitching my business, pitching my message that I got scared, I was actually like I think out of the how many people were there, like 50.

[00:29:19.820] - Kate Engler
There were 40, 45.

[00:29:22.580] - Aileen Day
45, and that's something else to point out is that it's category exclusive. So I was the only customer experience person in that whole masterclass, pitching to media outlets and executives and therefore, I was in competition with nobody except myself. And I think that is a fantastic model when it comes to how you run these classes because it kind of gives you this feeling of like, you know what, I actually now officially have the edge on anyone in my industry. Right, because now I'm the one being invited by 3.A.W. to be their retail expert, I'm the one being invited by Smart Company and by Inside Small Business to write for them every month and, and not another customer experience person... Me. So that type of stuff is like mind-blowing shit, I'm the one that gets invited to go on Ticker TV every, every month or so to talk to them about business, how cool is that? And, and I think when you take that opportunity to push yourself out of your comfort zone, to take your message out to the people and they see you with the right intentions, they to want to help you. They really do they were the most lovely group of journalists I've ever met, even though some of them are like, it's okay, take a breath. You'll be right.

[00:31:10.820] - Kate Engler
Yeah, well, I mean, we do select, as you alluded to it is application only we do select businesses very carefully and we probably decline about 40 percent of people that want to come, and it is just one business per category. So that gives you confidence that you don't have to worry about speaking freely because Gladys over there is listening in and she's your competitor. And it also great for the journalists because they don't want to speak to five customer experience specialists, because then who they're going to choose when they, when they come to write an article about that, who they're going to quote.

[00:31:44.150] - Kate Engler
So they just want the one, and so we're really, we're really stringent about that but equally, we bring just as much muscle to inviting the journalists, and we have journalists approach us all the time saying, oh, I want to come to the masterclass, and some of them we have to decline because they're not, they're not the right fit. So we really do create a pretty unique I think you'll agree pretty unique environment where it's unbelievably supportive and people can flex their muscle and, and connect with the journalists directly. And then, as I'd like you, be featured in many, many, many publications programs. Oh, yeah.

[00:32:18.440] - Aileen Day
Yeah, that's, that's what happened and, you know, it's actually I've done so many courses and I, I've actually never done one like that. I've never done one where there's this instant accountability to do what you learned, I was like, holy crap, my head's exploding but it was such an amazing experience and I can't wait to, to come back this year and do it all again I really do actually hope that I can get to the Sydney one just so that I can go and talk about CEHX to all the journalists in Sydney. I think they'll love it, they're going to love it.

[00:33:00.290] - Aileen Day
So they are some amazing insights into how you can use your message, your brand, your business to create further value by using the media and not just using the media, but working with the media to share the amazing things that you do for people out there, your customers. And, and I especially would say, you know. Just because you aren't a big company, just because you aren't a big business, just because you aren't making millions of dollars, please don't think that you are not worthy of putting your message out into the media. They want to hear it if it is well-formed, and if you need help, I please don't call me, call Kate, right, right, call Kate. If you want to help with your customer experience, call me. But if you want help getting yourself into the media and sharing your

amazingness and the value that you bring to the world, then please call Kate and you will be able to do that. All her details are going to be on the valuedrivenbrand.com, but you are not too small, you are, you are exactly what people all over the world are looking for. All the greatness that you have is to be shared with the right intentions. Would you agree?

[00:34:34.250] - Kate Engler

Absolutely, for all of you out there who created an amazing business, who's making a great difference? If you didn't create your business because you didn't give a shit or you didn't create your business because you didn't want to impact people or you didn't create your business because you had nothing else to do on a Saturday afternoon, or did you create your business because you want to make a difference in people's lives. And so what media allowed you to do is to magnify that difference and make an even bigger one, so if that's the game you're playing, then whether it's with me or not but media should be part of your journey because it's going to amplify what it is you're doing and take your message out there to a much, much broader audience, and there's no downside for that.

[00:35:21.640] - Aileen Day

Not at all, and even if you fuck it up, all publicity is good publicity. But if you're working with Kate, she won't let that happen, I promise.

[00:35:36.100] - Kate Engler

Not on my watch, my friend.

[00:35:37.630] - Aileen Day

Exactly right, she'll take care of you. No, no, no doubt whatsoever. Now, Ms Engler, before I let you go, you might not be aware and if you are new to this podcast, you might also not be aware that at the very end I ask all of my wonderful, wonderful guests, what is the one song that pumps them up for anything? Now I'm going to say your song choice, floored me.

[00:36:10.630] - Kate Engler

I am sure it did I didn't know what you wanted, I would have picked an easy one.

[00:36:16.210] - Aileen Day

I had to Google it, and I thought maybe I mean, there's not really a big age gap between us, and I thought maybe it's like an older song, but...

[00:36:30.370] - Kate Engler

Whack.

[00:36:32.590] - Aileen Day

It was like I'm gonna get a slap for that, I deserve it, but then I thought, I thought, no, I'll take a look before a judge because I'm quite eclectic. I like all, all variations of music, but I've never heard of these people. Do you know the song?

[00:36:53.860] - Kate Engler

Yeah.

[00:36:54.610] - Aileen Day

What's it called?

[00:36:56.290] - Kate Engler

Take Me by The Little Stevie's.

[00:36:59.380] - Aileen Day

Take me by the little Stevie's, here I am thinking Stevie Nicks went and created a band with her kids. And I had never heard of it, but I went and Googled this song it is a beautiful, beautiful song.

[00:37:18.600] - Kate Engler
Beauty, isn't it?

[00:37:19.110] - Aileen Day
It's not old are they Canadian.

[00:37:22.680] - Kate Engler
Are we? Just for the record.

[00:37:24.360] - Aileen Day
We are not old we are, we are not old, not old, we are aged.

[00:37:33.600] - Kate Engler
Great little Aussie band out of Melbourne Bill and her sister Beth they just beautiful, and they often play at the Queenscliff Music Festival, and I volunteer and help look after the artists so I've developed a bit of a friendship with them, and they were just down recently here in Queenscliff as well, so I'm a number one fan and the first time I met I was a bit fan-girly, but now I'm kind of, all over that. But I do love their music it's fantastic.

[00:38:04.170] - Aileen Day
Well, I am going to do my best to find them on Spotify, Spotify, because what I do on The Value Driven Brand podcast is I have a Spotify playlist that is also available on each podcast, and it is all of the songs that every guest that has been on the show and collaboratively on my Twitch talk show as well. Every guest has submitted the song that gets them pumped for anything, so you too can now also download and follow this Spotify playlist. And I most certainly can guarantee that there is no reason why you can't also be pumped for anything at any time of the day or night. So thank you so much for your contribution to the playlist. I most certainly am also now a little fangirl of The Little Stevie's, and now that I've popped my Queenscliff cherry, I might have to come back and come and check them out and we can have a wine together.

[00:39:17.490] - Kate Engler
Lovely.

[00:39:18.450] - Aileen Day
Lovely, that is pretty much it from us here today on The Value Driven Brand podcast. I want to thank my absolutely amazing special guest, Kate Engler, the first guest for Season 2 of The Value Driven Brand podcast, thank you so much for joining us.

[00:39:38.100] - Kate Engler
Pleasure, thank you so much for having me and I look forward to connecting with your gorgeous community.

[00:39:42.750] - Aileen Day
I love it, now as a reminder, you can go to valuedrivenbrand.com/podcast-series. Sorry no, that's not true. valuedrivenbrand.com/podcast-series. And you will find this podcast and at the bottom, all of the ways to connect with Kate as well as the link for you to apply to join us at the Meet the Press masterclass that's right, it is application only but if you don't apply, please just know that your competitors probably will so better you than them. And I look forward to seeing you in there and you certainly will see, Kate, the master of publicity and all things media 'Publicity Princess' herself, thank you again. Now go out and create value for somebody else in your life because what goes around comes around, I'm Aileen Day till next time.

[00:40:50.650] - 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, go to www.vauledrivenbrand.com/podcastseries, that's vauledrivenbrand.com/podcastseries.

Tune in next time where we discuss more ideas on how you can deliver your own value-driven brand.