

[00:00:02.200] - 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.

[00:00:31.600] - Aileen Day

G'day, everybody, and welcome back to another episode of the Value Driven Brand podcast, I am your host Aileen Day. And today, as usual, I am absolutely spellbound by today's guest and you will be too, it is the one, the only the creator and founder of SourceBottle. And we're going to tell you all about what's SourceBottle is just in case you don't know, but it is Bec Derrington, Bec, thank you so much for joining me. I have been hoping and waiting to get you on this show for so many months since I met you, the day I met you at Kate Angles', Meet the Press masterclass. And I'm so glad today has finally come around, how are you?

[00:01:15.400] - Bec Derrington

Oh, that is such a lovely introduction Aileen, thank you. I'm really good, I'm really good, pumped to have a chat with you today.

[00:01:23.800] - Aileen Day

Oh, brilliant. Now, if you don't know who Bec Derrington is, she, as I mentioned, is the founder of SourceBottle. Now, not tomato sauce, not barbecue sauce source as in the place you find things, s.o.u.r.c.e bottle and SoucreBottle is the most amazing website and one of very few of its kind in the world, I might add. And it is basically where journalists and the media go to find people in the know. Oh, I think I just came up with the tagline for you, P.S.

[00:01:59.410] - Bec Derrington

Where they go, people in the know, I love it.

[00:02:02.400] - Aileen Day

My PR degree just paid for itself.

[00:02:05.910] - Bec Derrington

It did, it did that was very clever.

[00:02:09.760] - Aileen Day

But in essence, that is exactly what SourceBottle is. It is the place where people who need to find people in the know, in the media will go to look for amazing experts and subject matter experts and anybody that can help them with what they're trying to create useful and she herself is a PR and marketing professional. She's the founder and disruptor of this publicity platform, SourceBottle, and it is a free subscription service and it distributes to more than 14 get me, million emails a year. And she says it's growing daily, but we're going to talk about this very soon, it's growing so big, she's just put it out to Singapore. So absolute snacks to you and the SourceBottle team it is so phenomenal, and it is also wonderful to see businesses growing exponentially, even despite what has happened in the last 12 months. And I can certainly imagine that the media is not ah not an engine that is slowing down. So, it is so great to see you also building up alongside what has been a phenomenal year in news and television. But because a simple vision for her business, and that is for every journalist using the service to be inundated with responses from quality because, you know, you can have quantity but quality resources and for every SourceBottle subscriber to get famous using it, so I guess what I do, I use SourceBottle, I'm famous. In my lunchbox, that's not true I actually thanked too SourceBottle have had a number of national articles and publications put out to the Ether, so I am certainly one of SourceBottle's raving fans and I love what you do and I thank, I thank you every day that I get the opportunity to put my expertise and my skills and my knowledge into a new facet of the media. And I think, jeez, imagine if this website didn't exist, what would we all be doing? So I just love what you've created, but I am also interested. How did you get there? What did you do one day where you like you know what this is, this is a thing I'm going to do? How did that happen?

[00:04:42.540] - Bec Derrington

Well, ok so the SourceBottle itself has been running now for 11 years, which is just ridiculous like that just is like so old. And it, it the idea sort of germinated out of, of just my own personal challenges, so my own personal problems. I was running a PR company back then and it was sort of I had only had one child at the time. So I sort of stepped down from a corporate career went in and did my own thing and I had this sort of PR sort of communications consultancy called Wagging Tongues. And I did a lot of PR for small clients but in lots of disparate industry areas. And, and I'd move from Queensland, I followed my heart, moved from Queensland, where I probably had the most recent experience dealing with the media in my roles. And I moved to Victoria, so A; I was sort of in uncharted waters in covering a whole lot of different areas that I didn't know any journalists in, B; the industry itself was just in a state of flux, as it has been for years, with online and legacy media being squeezed a bit in online media kind of really taking hold. And then, and also I was you know, I was working in a station that I didn't know anybody. So it was, it was this sort of perfect storm, so in answer to that, I thought there's got to be an easy way because I used to brace myself, I mean, it is ridiculous as this is I was terrified of journalists. So and that follow on call, you know the follow-up call when you call and get, "Hi, um just saying, if there's anything you can do anything with this story or if there's something else that perhaps I can provide you with a case study." That's a lot cool, I used to trip my own tougue, tongue was like; sweating, stressing because the journalists don't have a lot of time and decide that they're sensitive to people they call [inaudible 00:06:54]. I mean, they harassed, constantly. In fairness, this is not a poor reflection on them at all. But I just thought the whole business industry was, it was just ridiculous, and I used to like it but you know I'm going to use a different metaphor this time. I used to liken it to being at a restaurant and walking in and saying to the, the person who meets you at the door, listen, I'm just going to sit at this table and I want all the waiting staff to just throw every bit of food at me and I'll see if I like anything that is thrown at me.

[00:07:33.560] - Aileen Day

I wanna to go to that restaurant.

[00:07:35.580] - Bec Derrington

Yeah, well, [inaudible 00:07:36] at that restaurant, well see and that's really what journalists were being fed every day like they're inundated with hundreds of press release, I mean, it's still are, but hundreds of press releases, and it's kind of this it's this crazy dance that we do with journalists. When, I thought, why don't you give them a menu, given the opportunity to order what they want. So I put a call out for what expertise they want, what subject matter expert, they want to comment on what issue or what case study they're looking for, to sort of talk about their own experiences. Why don't we actually create that menu? And that's sort of how sort of I think it's more like because I'm a soccer mom, and so I was thinking, OK, it's kind of like a goalie, but the reverse, like the goalie in goals and people firing balls at them and they, only catch one. And, and but in this, in this game, this form of soccer, that's what you want, you wanted to hit that target, and I kind of just so crowdsourcing was becoming a bit of a thing. You know, we had different platforms that were really starting to use that crowdsourcing concept, and people were starting to accept it. And I thought, OK, well, why don't we crowdsource great experts, including myself and my clients for the journalists, and then they'll love me because I'm giving them what they want rather than spamming them with stuff they know, and so that's kind of how the idea came about and what I did actually, I like and I think this was kind of a secret to the success I had to back myself. Like I had to say, OK, I'm going to commit a significant investment, I'm going to fund, I'm going to fund it by continuing my PR work for a period of time but I want to have a cut off there and I'm going to just make the website look like it's a significant investment. I'm not here for a short time, so people will have the confidence this service is going to be around in a year, two years, whatever. They'll invest in it if I invest in it, I wanted it to appear as if it was much bigger than me, but it was just me for a very long time. And, and I yeah and I thought, OK, you know what? Journalists going to love it, the PR industry is going to love it, like everyone's going to love it. And I could not have been more wrong, like I just so I threw a whole heap of money at it, I built it and of course, I had that build it and they will come.

[00:10:07.540] - Aileen Day

I just wrote an article about exactly that.

[00:10:11.560] - Bec Derrington
Really?

[00:10:12.390] - Aileen Day
Yes.

[00:10:13.180] - Bec Derrington
So you know what I mean. Well, we all take ourselves way too seriously and I think I'm at that age, that stage in my life where I probably don't as much these days as I used to.

[00:10:26.280] - Aileen Day
Yeah, I definitely don't.

[00:10:28.330] - Bec Derrington
Yeah, I mean, I've got the scar tissue and I've made an absolute joke of myself from different I've, I've, I've stumbled many times but, you know what you get up. So I got to think so anyway, one of the first things that happened was I was, I was nearly ready to launch and then, Kevin Rudd was prime minister for the first time at this stage, and he was on a show called Rove, I don't know if you remember.

[00:10:57.140] - Aileen Day
Yes, I remember Rove saying, Mum.

[00:11:01.600] - Bec Derrington
Say hi to your mum for me, and so anyway, he was on a call, he was having a conversation and he, he said for the first time, he went on to say many times afterwards, a fair shake of the SourceBottle. Now, the expression is they're, they're suckers for SourceBottle. But anyway, he said fair shake of the SourceBottle and I thought, my God, I've got to news-jack that, right. So I launch like virtually the next day and I sent a press release and sprayed it everywhere because that was the hard thing. I couldn't be targeted, I wanted every journalist to know about it so I just had to sort of, again, throw lots of money at trying to sort of get the message out, disseminated as far and wide as possible, you know, leveraging from the prime minister, can give this SourceBottle a fair shake, right?

[00:11:48.190] - Aileen Day
Yeah, it's perfect.

[00:11:51.190] - Bec Derrington
It worked really, really well, except for the fact that on Twitter, which is my preferred sandpit of choice with that's, that's because that's where journalists play, that's where PR people play. And so and back then, even more so, I mean, it's probably sort of weighed a bit over the years, but the journalist is still all over they break news on Twitter, they find sources on Twitter, they talked, I love Twitter, it's my favorite. So um, so anyway, on Source, on Twitter, on Twitter, I saw some journalists starting to talk about SourceBottle and saying things like, oh, I'm going to ask it for a pony, and then Mumbrella, I think I did a story on it. And they pretty much described it as a tool for lazy journalists so I was kind of surprised, I thought?

[00:12:44.310] - Aileen Day
What? And now they use you that's what's hilarious.

[00:12:48.860] - Bec Derrington
Oh, yes, oh, yes. And then the other thing was because I was part of the PRIA so Public Relations Institute in Australia, oh you know, you're a PR person. So I was never there and I thought, here, here's a service can you tell your members about it? Me being one paying, fully paying member at the time. Can you tell your members about it? Because this is a great way for them to get their clients in front of publications this is not a chot, no cost, no cost at all.

[00:13:19.340] - Aileen Day
Yeah.

[00:13:20.000] - Bec Derrington
And they didn't do it.

[00:13:21.410] - Aileen Day
What?

[00:13:21.740] - Bec Derrington
They didn't do it, they didn't do it. And I even had friends like in each of the different states, each of the presidents of each of the different states I mean, because you couldn't just go straight with the RIA, because they thought, they probably thought I was trying to sprig a circus and I was.

[00:13:37.430] - Aileen Day
Wait, yeah, but it's still a benefit.

[00:13:39.230] - Bec Derrington
That was, yeah that was, was like it was a win-win for everybody. Anyway, they didn't do it, they didn't help me. And I went to school, I went to boarding school with one of the presidents in one of the states and, and I and I think she was the only one who was a bit receptive and probably helped me a little bit but they really just you know, they sat on their hands and I don't know whether that's because I mean, because it's I couldn't sit aside. I mean, the reason the sources were slow to be honest, is because it was a new concept, right?

[00:14:09.460] - Bec Derrington
They didn't know they had a problem that this platform solved, they didn't understand how the PR machinery worked, but PR experts did, and I thought I just, I just didn't understand why they would sit on their hands unless they thought it was going to close in no time. They had no confidence in, yeah, in its longevity, so anyway, it took a couple of years before I got a decent-sized audience to make it have any real use. I mean, we're talking back when a journalist would post a call out and I'd go, who do I know. Like how can I get sources? Like I was working as someone trying to, you know, oh they had a caesarean, I wonder if I could answer that call at all.

[00:14:56.030] - Aileen Day
Yes.

[00:14:56.810] - Bec Derrington
And I was calling people myself, to try to get them to connect and so that journalists would get some success, but I had some great journalists support me in the early stages. And they were patient because that's the problem in a chicken and egg business, I had to build the, the network because if you know, if you didn't get an email every day, you wouldn't even know if it's brand new service like you wouldn't even know.

[00:15:22.190] - Bec Derrington
But if you're a journalist, you place a cool out and you don't have sufficient sources to actually respond to that and you get crickets, you think this is a dud service I'm not going to use it again. So that's, that's I mean, that's what I'm now experiencing in Singapore, now, I have to, not that they're getting crickets, I have to build that audience before I can promote it, to the journalists in Singapore or the bloggers in Singapore so that it's the new challenge and you have to educate them of the need for the service. It's quite a hard concept for a lot of people to get their heads around so anyway, it's been...

[00:15:55.240] - Aileen Day
Fascinates me.

[00:15:56.090] - Bec Derrington
It's been challenging.

[00:15:58.340] - Aileen Day

Wow, that is, that is absolutely fascinating I really would have expected now having a little bit, certainly not heaps, but a little bit of experience dealing with journalists, and even though I have a PR background, mine is certainly not a media, a primary media PR, mines more relations and corporate crisis type, communications strategy type stuff. But, you know, I am constantly fascinated by how overwhelmed they are with content coming at them that I really am so shocked to hear that they just didn't grab this as soon as they heard about it. That is fascinating to me.

[00:16:41.590] - Bec Derrington

And the other thing I know, you know, the other thing that was really surprising, as I said, there were a couple who were fantastic they were patient with me, a woman by the name of Fran Malloy, who I just owe so much to, she was wonderful, she still is wonderful she still uses the service. Look and I'll think of [inaudible 00:17:06] some of them would tell me, look, it's my delicious secret. I'm not telling anyone about it because I'm finding great sources and I don't want anyone else to know, so that was another challenge that I had, not anticipated like, why would they keep it a secret? Well, because I don't want the editors to know that and they don't want their...

[00:17:26.320] - Aileen Day

Competition to know, it's the secret sauce.

[00:17:31.940] - Bec Derrington

That's right, so you really, you're throwing these things, you are riffing baby, it's great. Yes, it was the secret sauce their, it was their delicious secret that they all got to keep to themselves, and so it just took ages to get some traction.

[00:17:46.400] - Aileen Day

That is phenomenal, and I imagine I imagine with technology, you know, also becoming very exasperated, you know, how many people they can be in contact with compared to even 11 years ago, you know, what I think 11 years ago, Facebook was only just making it onto a mobile phone 11 years ago, didn't even have Facebook on a digital-like on a device, [crosstalk 00:18:13]...

[00:18:13.310] - Bec Derrington

Responsive, kind of device.

[00:18:14.450] - Aileen Day

Yeah.

[00:18:14.880] - Bec Derrington

Yeah.

[00:18:15.120] - Aileen Day

So, you know, I can imagine, you know, websites certainly weren't that phenomenal 11 years ago either. So I can imagine now, now the challenge is, is a different set of challenges same, but different when you come to Singapore with everything that you've learnt. Wow, what a phenomenal story, that is not what I expected at all, see this is why I get the guests to tell their story because that is amazing. Wow, and just to get from there to here, like you said, build it and they will come, eventually.

[00:18:53.810] - Bec Derrington

Eventually, build it, you'll starve to death, if that's what are you waiting for. But eventually, they'll come.

[00:19:00.560] - Aileen Day

Me, I'd be like, who do I have to sleep with?

[00:19:03.570] - Bec Derrington

I know, I know, I honestly, at times I was saying to my husband, who's like, I'm salting the drain, and he's like, what? The beautiful thing was Aileen was when he when I reached 5000 subscribers, which was a really big deal for me, I'm so excited and, and because I worked by myself, for myself, you know,

and I'm sort of primary care of my kids and so I'm at home with them and he's you know and he's travelling a lot. And one day I came home and I'd reach this five thousand milestone, and of course, I didn't celebrate it you never celebrate these little successes yourself, it's like, oh jeez, to me.

[00:19:44.120] - Aileen Day
Yeah.

[00:19:44.570] - Bec Derrington
Well done me, you know, under my pillow was this, this little present. And I have to give my husband credit for the name, SourceBottle, by the way too, that was his sort of, you and him, you guys should team up because I'm sure you'd come up with better.

[00:20:04.880] - Aileen Day
If there's wine, I'm there.

[00:20:07.970] - Bec Derrington
But, so under there, there was this little daisy chain bracelet because daisies is my favorite flower and they were five daisies, and I was like, oh, like that's the best right. So it kind of, you know, little, little things like that made me think ok, I'm onto something here. I just have to I have to educate people, I have to make them understand what's in it for them, and sometimes I just needed to start receiving it and, and then they kind of like, oh, that's how it works, so.

[00:20:39.530] - Aileen Day
Yeah, I feel exactly the same, exactly the same about what I do with customer experience, I spend all my days educating people on why they should give a shit about customer experience and then they start to get it and they're like, oh, oh I see. I feel like you haven't seen anything yet mate, wait till you put the rest in place. I should have done this years ago, I'm like yeah, that's ok we're here now you know, if not now, then when I love that, I love that.

[00:21:18.440] - Aileen Day
Oh, thank you so much, that one of the most inspiring stories I've heard in weeks, months. But we are here, this is the Value Driven Brand podcast, and you are here because I mean, apart from that phenomenal story you've already shown us, you have a value-driven brand and we have the deep insights for you watching and listening on how Bec believes you can also create your own value-driven brand, are you ready? I can hear the, the crowds sitting in their cars going. Yeah, give it to us. Yeah, the stadium is roaring so, Bec, the first one that you have discussed with me is elegantly solve a problem so talk to me about what does that actually mean? What does that tactically look like?

[00:22:13.710] - Bec Derrington
Right, well, I, you know I, sort of I said in a little bit upfront, I mean, I suppose I'm talking technology and I'm not a technology expert, so I employed somebody else who did. But I needed, I needed the platform itself, although some will still say it doesn't it doesn't achieve this. I need to get out of its way, it needs to perform its function in the most simplistic, intuitive way possible. And, and once you get that sort of model right, then you need to stick to it and just refine slightly as you're going along.

[00:22:48.850] - Bec Derrington
And I'm not into bells and whistles, I'm not trying to be everything to everybody, I just need it to solve that problem and to do it elegantly, because that's kind of important. So when you come to an online environment, solving something elegantly means, again, focussing on the customer experience, trying to make sure that the platform itself is intuitive enough that it delivers on the promise and yeah and, and of course, there's always going to be spokes sort of in the path and, and you know fixing things along the way, but, but being able to do that, yeah.

[00:23:32.850] - Aileen Day
Yeah, I love that, I did a, I did a LinkedIn live or a live broadcast over a few different platforms recently about your testing out your digital experience and, and a lot of that comes down to what you know, in CEHX we call it UX, which is user experience, because we love everything that ends in X and that's

why I have the joy CEHX behind me.

[00:23:57.930] - Bec Derrington

So is that what you call I would, didn't know how you pronounced it.

[00:24:00.710] - Aileen Day

Yeah, yeah, so slight, a slight deviation, but customer experience is the abbreviation is CX, and then you have customer employee experience, which is CEX, and then I was like, you know, I feel like there's more to CEX than, than we've got here and I have been for a period of time working around experiencing human and during TED, TEDx fireside chats and stuff about experiencing human and adamant about adding this human experience into customer experience. And of course, without an employee experience, we don't have a customer experience, so I created CEHX and someone said, why didn't you make it CEHX? And I said, because that's a cereal in the US and I, and I don't feel like getting a letter saying cease and desist and so now I call it the joy of CEHX.

[00:24:58.980] - Bec Derrington

That's great.

[00:24:59.790] - Aileen Day

And it's a little bit polarising.

[00:25:03.320] - Bec Derrington

Yeah, you're being true to your brand, it's your brand.

[00:25:06.200] - Aileen Day

Well, that's it, and it's your...

[00:25:08.920] - Bec Derrington

You mean when speaking to you, you've got a little bit you're a bit of a got a bit of sass and you're a bit irreverent, and that's wonderful like I love I mean, that's being true to your brand, I love it.

[00:25:21.020] - Aileen Day

It also very much helps when people recoil, I go that's cool we're not going to work together. Yes, I did a, I did a presentation at the end of last year to a team-up into our e-commerce business up in the Gold Coast. And by the end of the presentation, I had them all chanting the joy of CEHX. And I was like, you're my people, this is what's going to happen but in a stadium like we're going to take this to the stadiums, we're going to have people screaming the joy of CEHX, I can't wait.

[00:25:56.000] - Bec Derrington

I love it, I love it, that's great.

[00:25:58.370] - Aileen Day

But yeah so, you know, I love, I love the elegantly solve a problem, because you know when we have such a technological based era at the moment and it is not slowing down at all, where we have chatbots and, you know, DMs, and websites and, and all that stuff, it is so imperative to just understand who you're targeting, what they need and how they need to apply your resources to get that specific job done. And if you haven't done that, then you are unconsciously, if not consciously, ruining your customer experience. And when you ruin your customer experience, you certainly not deriving a value-driven brand. So I think that is a fantastic point to start with, the second one, you've got this is cool; remain nimble and pivot to better solve the problem. Now I'm going to be upfront, I'm so tired, of the word pivot, but...

[00:27:00.980] - Bec Derrington

Oh my God, me too. I really hate the word.

[00:27:04.210] - Aileen Day

You be in PR and the news, I'm sure you just want to like, but talk to me about what you mean, when

you say remain nimble.

[00:27:14.030] - Bec Derrington

And when I say pivot, so what I mean is so when I first started, as I said, I was looking for that critical mass, not only to service the needs of journalists and the demands of what who they were looking for, but also because my primary idea of generating income was to advertise. And so you can't advertise unless you've got eyeballs seeing it, like no one's going to want to pay for anything unless, A; your, you've got some authority, in which case people are going to believe what you're saying, because I always write the ads in first-person as if I'm telling the story and, and second, yeah, if you've got ten people receiving it, they hardly going to be able to generate much of an income stream from that.

[00:28:01.040] - Bec Derrington

And again, this is 11 years ago when that was my primary, that's the lane, that's the only way I can monetize this business. Now, the funniest thing was people started to use the service in a different way, so people would say, well, what I want, so I would pitch. So I would say, OK, rather than a call-out they were saying, I want, you know, goodies for gift bags or I want an expert on this particular for that to, to work as part of like a media campaign. So I need like I'm selling, I'm selling teeth whitening products that are based on herbs, well, I need a dentist to talk as part of that like an authoritative figure so I need to craft that so, you know, people started using the service in all these really interesting ways

[00:28:57.140] - Bec Derrington

I never would have thought of. And I went, wow, well, of course, so that can get value out of that, I can monetize that, and that can be subscription, a value add subscription. And so over the time I've when I've seen someone trying to push it using something, I think actually the cool premise is to get famous. Now, if I'm, if I'm a dentist, if a PR pushing me is an expert, that's just as good as if I'm pushing me as an expert or a journalist is, is saying I'm an expert. So that works, that ticks off that I'm still trying to solve the same problem.

[00:29:37.010] - Aileen Day

Yeah.

[00:29:37.940] - Bec Derrington

But I'll just use it in different ways, so PR's can sign up and look for case studies, for maybe pictures people can put if they've got an event coming up and you've got a product media, if you, if you were new products and...

[00:29:55.490] - Aileen Day

Get onto it Nivia.

[00:29:56.610] - Bec Derrington

They wouldn't know about you people will have no idea what is this Nivia. You didn't know about you. But your target audience was women aged this or in the corporate sector, and you had an opportunity to put a sample in the sample bags, people will experience, the same sort of thing, I'm getting eyeballs and your getting recognition and you're raising your profile, so it'll solve the same problem, I needed to respond to it, I could accommodate that. And then, then start expert profiles was another thing how about if, because people was always saying to me what, I really want to like, they were preparing, kind of a similar sort of thing and a similar kind of profile and they were pasting an Internet response right.

[00:30:37.450] - Bec Derrington

And, and they were also kind of saying, look I, you know, I want journalists to be able to find me like I want your service to be able to find me to put me forward my profile, forward to journalists without me having to do it all the time. And so the problem I always had with that is I can't build a directory because journalists won't use the service, they'll just go to the directory, so we'll cannibalize the service. But what I could do is when a journalist is posting a callout, they can search and they can get us then pitched, if the keywords match. So.

[00:31:14.310] - Aileen Day
Yes.

[00:31:14.770] - Bec Derrington
Kind of the profile evolution of the idea. And so that evolves so that's what I mean, and I hate the word pivot, I hate it, probably more than you, but it was the only way I could describe like so this was the road I was traveling on, I had to slightly change direction to be responsive and still provide the same outcome.

[00:31:33.760] - Aileen Day
Yeah, I love that, and I think also it's funny that you said from the beginning you were like, this was your lane and you know, your eyes on the prize, the prize is making people famous. But the reality is that when we do that as business owners, we really have the potential to miss. If we could have blinkers on and we're so hard and fast into this is the way we're going to do it, we have the potential to lose so many opportunities like, imagine if you didn't take notice of the way the different ways that people were using SourceBottle, like that I'm on SourceBottle so I see all of those innovations in the way that you've now adapted the website and the offering in the services. And I just think I couldn't imagine you not having those things they makes so much sense to...

[00:32:25.760] - Bec Derrington
It makes so much sense.

[00:32:25.990] - Aileen Day
The positioning and the offer and what is SourceBottle is known for that now it's like, oh, I'm so glad you were aware of those things, because if you were like, no, this isn't what it's for, someone else would have come and trumped you, someone else would like, you know what, if she's not going to do it, I got this, all done.

[00:32:46.240] - Bec Derrington
Exactly and, and I have to the other one of the other journalists I wanted to say remember, I said it would come to me, Jane Bishop, who used to be when I first started, she was editor of Dynamic Business, Dynamics Small Business. And anyway, she went off and now she's an uber-famous blogger in that interior space, she's got but she was fabulous, she, she supported me as well. But, yeah, you know, the other thing is PRs reached out to me and that so I'm very grateful because they're like we really need this. Like can you do this I was like, you know what I can, like I can and because it was just me and I could I, you know, there is a challenge though, because it was just me.

[00:33:31.360] - Bec Derrington
One of the challenges is I don't have enough rigor sort of in terms of that deliberation process there's not someone challenging me, I sort of sit through and chat to whomever would listen but unless you understand the business machinations, you might not understand maybe the problems that come from that. So, so sometimes, you know, it would have been good to have some other heads in the game, like a board or whatever. And that's what some business do, which I think is really smart idea. But yeah back then it was just me and so I just decided, yeah, let's just jump in, see what happens.

[00:34:08.290] - Aileen Day
I love that flexibility, and in consideration to what has been going on the last twelvish months, you know, the businesses that have managed to you know, we could call it pivot, we can call it adapts, you know, I like to call it become flexible, consciously flexible. Those are the businesses who walked away not unscathed, but in a lot of cases, you know, still with their heads above water. And it's interesting, like even this morning I was having a conversation with a colleague and they were saying they're talking about a particular business that was quite it's quite a huge business in Australia because it's so huge, I'm not going to name them.

[00:34:50.650] - Aileen Day
But through Covid, they ended up retrenching a lot of people and they're now in a really poor financial state to the point where they probably won't survive. Much longer and to me sounds a little bit

unempathetic, but to me, I kind of go, well, you know what, you clearly didn't have number two, sort it out. You were not nimble, you were not solving problems, you know, you were not flexible. And this is the consequence, and it's heart breaking because they are quite a big what's the word employer. So it's going to have a massive effect to, to the Australian employment and it just breaks my heart, you know, I did a, I did another live broadcasts all the time, but I did another one the other day and I said, you know, we were talking about voice of customer programs.

[00:35:46.030] - Aileen Day

Don't just think that because a business or an organisation is a multibillion-dollar business or, you know, a huge brand, that they've got their shit sorted it, it certainly isn't a guarantee. So I think if you're a smaller business, you actually have even more responsibility to, to, to just start if you can't be flexible when your small, you certainly never going to grow big and be flexible, that's my opinion. And don't even at me, don't even at me. Like, if you can't do it when it's just you and you and the kids or you and a few people, then you certainly you might find success. But the first time there's a challenge in the marketplace, you probably won't get through it. Unless you then realise, oh shit, I need Aileen and Bec, give me a break, they'll sort it out.

[00:36:41.930] - Bec Derrington

I'll sort it out, we got you.

[00:36:44.150] - Aileen Day

All right I love that, now. I saw this because I follow you on Twitter, now, just for everyone listening. What is your Twitter handle? So they, too, can follow you.

[00:36:55.760] - Bec Derrington

I'm @bec_derrington.

[00:36:55.760] - Aileen Day

Very simple.

[00:36:56.120] - Bec Derrington

So creative, like a lot of thought went into that.

[00:37:01.580] - Aileen Day

Look, I call that perfect positioning, to be honest. I tried to get @Aileen_Day, it was taken, phenomenal how many Aileen Day's there are in this world, phenomenal.

[00:37:11.880] - Bec Derrington

My god

[00:37:12.830] - Aileen Day

My dad's begging me, he's going, go back to your maiden name, and I'm like, he may have handles that long.

[00:37:21.040] - Bec Derrington

Oh, well, what was it? Actually, I can probably tell from your email. What is it? What was your maiden name?

[00:37:27.160] - Aileen Day

Portarianos

[00:37:29.210] - Bec Derrington

Oh my God, it's so cool.

[00:37:31.070] - Aileen Day

It's so long.

[00:37:33.560] - Bec Derrington
Yes.

[00:37:34.430] - Aileen Day
Yeah.

[00:37:34.790] - Bec Derrington
It is long.

[00:37:35.120] - Aileen Day
I did, when my ex-husband and I broke up five days before we broke up, I actually started a shoe design company called A Day in My Shoes because I had this secret passion where I wanted to design men and women's shoes and, and then we, we broke up and I burst into tears and I just opened a business with our last name. He said, just keep it, just keep it, keep it, it's yours. I was like okay, thank you.

[00:38:08.030] - Bec Derrington
It's a good name. It is a great name.

[00:38:10.190] - Aileen Day
It is, it is my, my Instagram handle is what, what a day. This is perfect, what a day everything, a day in my shoes so Aileen Day in My Shoes.

[00:38:21.890] - Bec Derrington
Yes.

[00:38:22.340] - Aileen Day
So many play on words, I have a ball with it, so thanks, Chris appreciate it.

[00:38:28.460] - Bec Derrington
Thank you.

[00:38:29.630] - Aileen Day
So, but because I do follow on Twitter back to the original point.

[00:38:34.430] - Bec Derrington
Oh yes.

[00:38:35.390] - Aileen Day
Right, I saw you post something the other day about a gentleman called Tad, Ted, sorry, Ted Lasso. Who is he and why is he on the list of how to create a value-driven brand? I am so intrigued.

[00:38:55.650] - Bec Derrington
Well, Ted Lasso is a fictional character produced by a comedian by the name now, I don't know how to pronounce his real name, Jason Sudeikis, and I think he is an American comedian, he's been in lots of different things, but he had created this character to Lasso. And there's a great series on Apple TV that I've watched recently, and that's what that tweet was about and by the way, he liked my tweet. Seriously, I was so fangirling I, so yes anyway, it's the most wonderful series now. I said before, I'm a soccer mum, I, my family, I three boys and a husband and so I had four boys in my life and three of them love soccer, two of them in an obsessive way.

[00:39:51.070] - Aileen Day
Oh wow.

[00:39:51.310] - Bec Derrington
And EPL, of course, he's like, you know, is the cream of the crop. So the English Premier League, and so we follow Everton in our house and everything is got a monogram of Everton on it somewhere. So

we're obsessed and but so, so when this series started, it's about a gridiron coach, so Ted Lasso is an American football coach, gridiron coach in that sort of second only amateur division, and he gets recruited by Richmond F.C, so Richmond Football Club, of course, football being soccer in the UK, Richmond Football Club, which is an actual football club that isn't, it has been relegated it's not in the Premier League status, anyway he gets he, gets he, gets recruited to coach that team. He doesn't know a thing about soccer because Americans call soccer, soccer like we do.

[00:40:51.530] - Aileen Day
Yeah.

[00:40:52.100] - Bec Derrington
Anyway, it's the most beautiful series, it is, it is rude, it is offensive, it is hilarious, and it's, it's this wonderful kind of blend, which I love so much about it because Ted Lasso, is this ridiculous optimist, he, he finds the best in everybody he, he, he, he kind of massages it out and you can't help but your heart just sings watching it, and he does it in a funny way which makes it even better. And then you've got so you've got the American side of it, which is very emotive, you know, all the programs, and movies, and series, and stuff, they're kind of very emotive, sometimes a little too much. And the English just could be so incredibly dry and funny and swearing and Aileen, you'd love it.

[00:41:42.070] - Aileen Day
All about it.

[00:41:43.000] - Bec Derrington
Honestly, every second word starts with an 'F'.

[00:41:46.240] - Aileen Day
Great.

[00:41:46.770] - Bec Derrington
And just but it's so wonderful, it's [inaudible 00:41:49]. Anyway, I've dribbled on long enough. But Ted Lasso, the character, I just when I'm feeling really pissed off with someone or I'm approaching it with a situation to some adversity I think what would Ted Lasso do.

[00:42:07.960] - Aileen Day
Wow, that type of impact?

[00:42:11.620] - Bec Derrington
Oh, it's just, it's just so Jarred, my husband, and I keep going like so let's just Ted Lasso this man, as a bit of a joke but it's because I mean, we've watched this series twice.

[00:42:24.010] - Aileen Day
Wow.

[00:42:24.430] - Bec Derrington
It's nine, ten episodes, we've watched it twice, it's just so wonderful, it's like a big warm hug that's like repeats on you.

[00:42:33.760] - Aileen Day
Oh, wow, I'm gonna have to track it down, because I don't have Apple TV.

[00:42:35.740] - Bec Derrington
Anyway, you know, well, you don't just get just subscribe, they give you it's like there's a free period, just watch it and watch it on your phone, watch it on a smart device, just watch it.

[00:42:50.420] - Aileen Day
Is it, is it children.

[00:42:53.060] - Bec Derrington
No.

[00:42:53.400] - Aileen Day
Suitable, I mean, what if your child used to the word.

[00:42:59.630] - Bec Derrington
Even if they used to, that there's a lot of 'M' rated content and...

[00:43:04.640] - Aileen Day
Oh, OK, so he might have to wait.

[00:43:08.420] - Bec Derrington
But look, it is so wonderful. Like so my, so how old is your son?

[00:43:13.460] - Aileen Day
Nearly 11.

[00:43:15.240] - Bec Derrington
Nearly 11, yeah, so my oldest is nearly 16, he'd be fine with it, but my nearly 13-year-old, like I'm saying, OK, look away, look away, look away, but the youngest nup, no chance.

[00:43:29.850] - Aileen Day
So talk to me about **Ted Lasso's** hater bad days, for us saying that haven't seen it. What does that mean?

[00:43:37.560] - Bec Derrington
So I think you, Ted Lasso, the haters and the bad days, so you know that, so you know that the, the haters is going to hate like coming... I, I put this on Twitter myself and on Facebook, where someone just wrote to me with feedback saying, well, they cancelled the subscription because it was a shit service, and I'm like, OK, that's great. So and I'm like, how do I respond? Do I, thank you for your feedback, how do I de-shitify the service? Like, you know, like, give me, give me something constructive, there's going to be people like that. Yes.

[00:44:14.400] - Bec Derrington
There's going to be feedback like that, and I think, you know, Ted Lasso would say, thank you so much for that feedback, like, you know, rise always rise above from the situation. Just accept it, acknowledge it, cop it on the chin when you need to cop it on the chin, and just note sort of, I suppose, don't wear it. Like, let it sort of wash you same with the bad days, there's going to be bad days there's going to be days where everything goes wrong for me, it'll be like I've got an advertiser and the website so the, the emails don't go out for some reason there's a server issue and I'll go, you know, I can't do anything about it, it's beyond my control, exactly. It's going to happen and I just have to just run with it and not let it envelop me. So Ted Lasso it like, just recognise it's going to happen, move on.

[00:45:08.110] - Aileen Day
That is so cool, I'm going to track down Ted Lasso I reckon he's going to become the spirit animal I love it, I love it.

[00:45:15.910] - Bec Derrington
Yes.

[00:45:16.270] - Aileen Day
That makes so much more sense now, I was like I wanted to, I wanted to engage with the tweet the other day when I saw and I was like, Aileen sometimes you just have to accept that you don't know things and you need to just, just, just like it and move on.

[00:45:31.270] - Bec Derrington

You could've said, Bec I got no idea what you're talking about.

[00:45:34.120] - Aileen Day

This man, who is this man you speak of? I love that.

[00:45:40.780] - Bec Derrington

Yes.

[00:45:41.080] - Aileen Day

Now, this next one is I'm a big fan of it, and I actually have, of course, people can't see it. But next to my desk, I have a To-Don't list.

[00:45:53.000] - Bec Derrington

Right.

[00:45:53.510] - Aileen Day

Not a To-Do list, I have To-Don't list, and one of my mentors, Lisa O'Neal from Thought Leaders Business School, got me onto this, and she said I create a To-Don't list and I put it up next to my desk and it reminds me of all the things I should not do. And it is very aline to number four of yours; because number four of yours says do the work. And on my To-Don't list, it says, don't expect success without the effort.

[00:46:25.940] - Bec Derrington

Nice.

[00:46:28.320] - Aileen Day

So what does do the work mean?

[00:46:31.420] - Bec Derrington

Well, look, you can think of plenty of excuses as to why something doesn't happen, but the easiest way to make something happen is to just do the work. So, I mean, at times I feel overwhelmed with what that means for me, but if you don't do the work, then you can't expect the rewards of the work, so I apply it to exercise. I've been, going to the gym. That's why my bum looks the way it does, right. OK, if I do the work, then it wouldn't look the way it does, like, I'm sure they'll be an improvement so, you need to do the work.

[00:47:13.210] - Aileen Day

Yes, funny you say exercise, me and exercise generally aren't friends. I'm not a big fan.

[00:47:18.270] - Bec Derrington

It's dangerous Aileen.

[00:47:20.090] - Aileen Day

People get hurt during exercise, one of my friends just broke their ankle playing actually playing soccer.

[00:47:28.330] - Bec Derrington

Yeah.

[00:47:29.540] - Aileen Day

What a real injury in soccer, behold. No, I think it's so true, I do talk, I talk a lot, but I do you know, I talk a lot about working smart, so, you know, I think you can certainly, like you said, you can get overwhelmed and I don't know if you've read it, but I got there's a lady called Julie Steele who got me onto this book. And I don't think I have it here, I think it's in my other office. But it's called the, The War of Art.

[00:48:08.410] - Aileen Day

So we've heard of the Art of War by Sun Tzu or how we pronounce it. This is the, this is The War of Art. And it is, it is a phenomenal, very easy-to-read book, and it is all about doing the work and it is all about [crosstalk 00:48:32]. It is I, I did, so I run a, I lead a business accelerator program called the Momentum Business Accelerator. And I in that whenever anybody reads a book, I encourage them to do what we call a TLDR, so Too Long Didn't Read.

[00:48:51.550] - Bec Derrington
Too Long Didn't Read.

[00:48:53.410] - Aileen Day
Ever since I signed up to AppSumo, hey Noah, hi, right oh my God, that's a go at fangirl over. He replied to my tweet once I got a cold sweat, I know so I love that in AppSumo they do TLDR and before that, I'd actually never really come across it. So what is, I had to go Google because I'm old now.

[00:49:20.810] - Bec Derrington
I did the same.

[00:49:21.450] - Aileen Day
What is this fandango language they use?

[00:49:25.360] - Bec Derrington
That's right.

[00:49:26.330] - Aileen Day
What I found out...

[00:49:27.550] - Bec Derrington
Put that in my ads, nuh, people wouldn't get it.

[00:49:30.070] - Aileen Day
When I, when I found out what it was, I was like, oh my God, I love this, I love this concept, and so for my Momentum group, my Momentum Business Accelerator, we're avid readers for, for most parts and but I thought, how fun would it be if we could learn from the books that other people were reading from? So now we have this, this kind of thing, and it helps with engagement and everything like that and continuous learning where when somebody is reading a book, every chapter they go even they create a thread in the NBA book club and they do a TLDR of that chapter, right.

[00:50:10.890] - Bec Derrington
That's so clever, I love it.

[00:50:11.710] - Aileen Day
Yes. Yes, so the problem was when I read The Art of War sorry, the War of Art, the War of Art, I have both books by the way. When I read The War of Art my TLDR, which is traditionally it's meant to be about four bullet points per chapter, right. It's very, very succinct and summarised understanding of what you've just read, I pretty much was just taking screenshots of the pages, like I can't pick which part is for you to just not read.

[00:50:49.720] - Aileen Day
You have to read the whole thing, and then it got to the point where it was like, no Aileen you have to choose you really, so it and then I was like, instead of cheating and taking screenshots, I'll type them into my notes and then I'll transpose my notes into, into the thread and then I was like, yeah, this will be better because, you know, I don't want to have to type everything. And then when I transpose them, I looked back and I went, oh, my God, I've literally just re-typed the bloody book.

[00:51:20.080] - Bec Derrington
Whole page, I look, I really I hear you, I mean I did things like on a Kindle, I'll highlight things you could

take a screenshot of that.

[00:51:31.180] - Aileen Day
Yeah.

[00:51:31.600] - Bec Derrington
I was, I, I used to think TL should stand for Too Lazy like Too Lazy Didn't Read like I'm too lazy, do you read yourself.

[00:51:45.860] - Aileen Day
Yes, that would be perfect. That is, that is perfect.

[00:51:51.550] - Bec Derrington
I'm really walking the talk here, really advertising.

[00:51:54.800] - Aileen Day
I call that working smart, working smart, not hard, right?

[00:52:00.020] - Bec Derrington
Well, you know what, actually, Aileen, I my, my eldest son tends to be a bit on the lazy side and one of the things he comes up as a result of it, he comes up with the best shortcuts to do just about everything.

[00:52:13.760] - Aileen Day
See.

[00:52:14.300] - Bec Derrington
And I read once that, what's his name? The founder of Microsoft. The one in the shared divorce?

[00:52:21.320] - Aileen Day
Bill Gates.

[00:52:24.080] - Bec Derrington
Bill Gates, forgot about him, Bill Gates said, yeah that guy, Bill Gates said that he loves employing lazy people because they will identify the most efficient way to get something done. And my son is an example of that, and I'm like, yeah, like he comes up with things like I've been doing it the long way forever, he found a shortcut, I'm like, oh, that's...

[00:52:53.350] - Aileen Day
Same outcome?

[00:52:55.480] - Bec Derrington
Same outcome.

[00:52:57.010] - Aileen Day
Do it, I'm all about it, yeah, yep, I yes.

[00:53:02.170] - Bec Derrington
I, do the work that's kind of going against what I'm saying but.

[00:53:06.340] - Aileen Day
I mean, the dude works smart do work smart I mean, yes there's blood, sweat, and tears in what we do, of course, there is and if there wasn't you wouldn't you, wouldn't value it, you wouldn't appreciate you wouldn't have gratitude for what you've accomplished. But that's not to say that everything needs to be a hard slog forever and ever. And if anything, the bigger you get the heart of the slog, the more likely are you're not going to succeed, actually. So, yeah, find those people who can help you do things better and, you know, and still have that quality outcome. But do the bloody work.

[00:53:37.330] - Bec Derrington
Yeah.

[00:53:37.670] - Aileen Day
Yeah, for sure, I love that. So the last piece that you've sent me is it's never about the money, it's never about the money.

[00:53:46.190] - Bec Derrington
I just it's never about the money, like I think. With this one of the biggest challenges I had when I started having to speak about SourceBottle was because I am not someone who's very comfortable in promoting a service, promoting myself. Like it's I always choke when someone gives me a compliment, I don't quite know what to do, and yet I had to kind of do that and, so I kind of need to you kind of need to get out of the way and say, OK, the way I will sell this is by if I look at it as I'm helping to solve their problem, in which case I can speak seriously and passionately about how I can use, can use this service to solve your problem.

[00:54:36.940] - Bec Derrington
And so all of a sudden, it doesn't matter, now if your passion is to help people solve their problems in a way that you have a unique expertise, then if they value the way that you're solving that problem, the money will come. If you start something for the purpose, I mean, I was a lawyer by training, right? So if I really was if I was serious about, if I was serious about the only thing that came out of my law degree was the fact that in one of in the law firm the first law firm I worked in, I met my husband. But beyond that, really.

[00:55:16.180] - Bec Derrington
But I was miserable and look, I could have if I decided money was the primary motivator for me in terms of my work, I could have been a very miserable, probably quite wealthy lawyer. And, you know, and yeah, well, this was, it just couldn't happen, my heart hurt too much like I just couldn't do that, I was always better in this kind of world, which I love like I devour, I love it. So I'm much more effective at helping people, and as a result, the, you know, it pays off.

[00:55:51.220] - Aileen Day
Yeah, it's, it's so funny like, I did a speaking job the other day for a company and it was all about communicating to your team and through situations like last year and, and whatnot. And the result of that was at the end of it, everyone was like, oh my God, that was amazing, your so passionate or that was so authentic and, and it's so funny, you say like you, you choke when people give you a compliment, I used to cry.

[00:56:25.830] - Aileen Day
That's how bad I was getting compliments, people would go, you are amazing. Why don't people tell you I'm like, this happens, but it was, it was it's so funny because if you want me to talk about customer experience or the joy of CEHX or you know how that's going to fix your, you know, your issues in business and whatnot, I will like, I will devour that, but the second someone says, how do you fix it? I'm like.

[00:57:01.690] - Bec Derrington
Yeah.

[00:57:02.350] - Aileen Day
Well, I don't want to tell you about me, I'm like, I don't know I choke, still do. That's why this whole media thing, it was so funny when we did, pardon me, when we did Kate Angles, Meet the Press masterclass, and the last day of the masterclass was yourself and all of the journalists coming around and you had to pitch to them out of everybody, everybody's like, oh my God, you're so confident, and then it came to the crux of it, and I just wanted to cry. I was like...

[00:57:36.790] - Bec Derrington

Yeah.

[00:57:37.060] - Aileen Day

I hate as much as everybody thinks I'm probably like, you know, very, high bravado and stuff like that, I hate talking about myself, I hate I, I get really self-conscious, I just feel so arrogant.

[00:57:54.030] - Bec Derrington

Yes.

[00:57:54.510] - Aileen Day

People say to you, what you've done and I'm like, I don't want to, I just want it to speak for itself, why don't you already know?

[00:58:01.300] - Bec Derrington

Yeah, look me up.

[00:58:03.330] - Aileen Day

Look me up, you'll find, I'm so please do you want my, I have, I have a, I have a brand vision. So my brand vision is that I want to influence 10 million business owners, leaders, and entrepreneurs on how to leave a value-driven life through having a value-driven brand.

[00:58:23.760] - Bec Derrington

Yes.

[00:58:24.120] - Aileen Day

I have a personal vision that when you Google just, Aileen. A I L E E N, that you won't be confronted with a serial killer, and you'll see my face instead, because the most famous Aileen, Aileen Wuornos...

[00:58:45.700] - Bec Derrington

Is a serial killer. [crosstalk 00:58:50] you sharing a namesake with that.

[00:58:53.170] - Aileen Day

I've really got some work to get ahead.

[00:58:57.390] - Bec Derrington

Yeah, yeah. But a little bit there.

[00:59:00.910] - Aileen Day

Yeah, absolutely, but same deal if you can just get past plain small, if you can get past, you know, just getting out of your own bloody way and just doing the things that you know you're good at and the things that help others, the money will come.

[00:59:18.500] - Bec Derrington

And then also, you know, the second part of that to, and this is something I've always struggled with, I still do, is valuing your time, particularly if you charge for your time, valuing your time enough to actually put yourself out there and say I'm worth that, like that's the next step if you're in that kind of industry. I'm not so much in that kind of industry but if you are and you, so you're selling your services and it's some time based or consultant based or even a product-based, but it's kind of your product, your intellectual property, then having the confidence to, saying I'm worth that like, that's, that's, that's a tough gig.

[00:59:59.990] - Aileen Day

It's scary, you know, quick story. Two years ago, I used to charge eighty dollars an hour.

[01:00:06.520] - Bec Derrington

Yeah.

[01:00:07.870] - Aileen Day

Eighty dollars an hour now and some people listening might go, oh man, that's a lot of money. Well, you know, when you're one in five people in the country who has the experience, I have probably even less, to be honest. Eighty dollars an hour is a pittance and so then I got challenged to put my prices up and I put them up to a whopping one hundred and twenty dollars an hour. I got laughed at, and I was like, no, no, that's heaps, that's heaps, and then I met a gentleman last year doing a business group called Kerwin Rae.

[01:00:51.610] - Aileen Day

And I met a gentleman called Martin Eade, and he is known as the sales strategist and he basically said, you are doing yourself and your customers a complete disservice by not having that self-worth, you have to if you don't have that self-worth, nobody else will have it for you. And he challenged me at the point of this podcast going live last year to make sure that I didn't release the website, so the Value Driven Brand without the most worthy of prices attached to it. And it was very funny, so the price went to five hundred dollars an hour.

[01:01:34.750] - Bec Derrington

Yeah.

[01:01:35.530] - Aileen Day

Which still makes me feel sick saying that out loud. And it's very funny when you say that to people because I said that to an old colleague of mine and they choked and they said, why do you think you're worth that? And then I said to a new colleague of mine, it's five hundred dollars an hour, and he didn't flinch and I went, Hmm, that's interesting, and then I said it to a mentor of mine. I said, I've put my prices up and he said, have you?

[01:02:11.620] - Aileen Day

I said, yes, they're very expensive. And he laughed at me and he said, show me so I showed him and he laughed at my website, he said Aileen that's not expensive. I said no, it is, it's very expensive, and he said Aileen we, we use consultants all the time who are much less intelligent than you, and they earn four times that in an hour so please don't undersell yourself, have some self-worth and I was like, this is self-worth, this is self-worth. So it's so funny, it's so funny that it really is just so different people's perception of what worthiness is, is just phenomenal. But...

[01:03:02.230] - Bec Derrington

It's true.

[01:03:03.130] - Aileen Day

If you don't have it for yourself, nobody else is going to have it for you.

[01:03:07.300] - Bec Derrington

That is very, very profound, profoundly true, that's so true.

[01:03:14.350] - Aileen Day

Yeah.

[01:03:15.880] - Bec Derrington

I think it's also being it, can I just say. Well, can I just ask one thing, being a female, having problems about valuing your time, can I just say the first colleague, you said when they, they went, wow, that's expensive. Would that from the old life were they female.

[01:03:34.890] - Aileen Day

No.

[01:03:36.490] - Bec Derrington

Oh, because I thought the second one, you said he, I thought OK, OK, so that's interesting. Well, yeah.

[01:03:44.060] - Aileen Day

All men, all men, yeah. But I think yeah, I think, you know, the first one who asked me had has a very limited experience with consultants and entrepreneurs and stuff like that, and in, in their experience, they hire I.T. consultants predominantly and they pay, you know, a thousand, fifteen hundred dollars a day for an I.T. consultant, so in his mind, all I do is I tell people how to run a business so that's not even that hard. It's actually really hard, it's like herding cats some days, but in his mind, he thinks that's not very, it's not a very difficult job. So why, why would you think that you could charge more than someone that had to go to uni for six years? And I'm like, well, I went to uni too, you know.

[01:04:35.210] - Bec Derrington

Yeah, I was going to say, yeah, that's right, I did.

[01:04:38.560] - Aileen Day

Yeah, so it's just, it's different, different experiences, different comprehensions, and perspectives, and but at the end of the day, you have to know what you're worth and you have to. And then I think that the thing is sticking to it, like you said, you know, I shake in my boots when people ask me what my hourly rate is. And it makes me feel sick to say five hundred dollars, but I know that if I don't say five hundred dollars, that I am not valuing myself anymore and I put a line in the sand after, after dealing with Martin and doing work with him, I was like, you know what the line is in the sand. I'm not it's, it's now on the website I now have to back up, it's for everyone to see now.

[01:05:26.950] - Bec Derrington

Exactly good work, own it I think that's great.

[01:05:30.040] - Aileen Day

So, and then I get laughed at getting told that's not enough, let's just stick with that for a little bit longer.

[01:05:38.950] - Bec Derrington

I'll let that settle like, you know, set like jelly, and then we'll see what happens.

[01:05:43.810] - Aileen Day

Then we'll move forward, exactly right. Oh, Bec it has been such an absolute pleasure to hang out with you, I knew, I knew from the day I met you at the Meet the Press masterclasses like, this woman we're going to be friends, I can see it, feel it in my water. As they say.

[01:06:01.750] - Bec Derrington

Oh, thank you, Aileen it's been really fun it's actually one of the most fun I've ever done.

[01:06:07.270] - Aileen Day

Oh.

[01:06:08.110] - Bec Derrington

You're really good.

[01:06:09.130] - Aileen Day

That's so exciting I've had, your amazing, thank you. I love that I think, you know, you can have so many dreary podcasts, but that's not me. I think if you, if you're ever watching my podcast and it's a dreary podcast, probably no, I'm not enjoying this.

[01:06:27.760] - Bec Derrington

Yeah, actually that's really a bit dead giveaway, another really great thing about Ted Lasso, and this is one thing that I think is, is a fabulous saying and I'm not going to say too much, but because I definitely want you to watch it and then I want you to hit me up when you have.

[01:06:42.880] - Aileen Day

Yeah.

[01:06:43.210] - Bec Derrington

But, but there's a thing where he talks about being curious, and I think sometimes when you feel like, I'm getting nothing here, like there is just no energy, like, I think sometimes curiosity can be the thing that can spark energy in other people. And being curious and trying to find out a bit more about them, and if you are a naturally curious person, you'll find some interests somewhere.

[01:07:07.450] - Aileen Day

Yeah.

[01:07:07.870] - Bec Derrington

That's right, you have to be I mean, the sort of questions you ask shows that you are.

[01:07:11.560] - Aileen Day

Yeah, absolutely I love I'm, people say I'm a control freak because I want to know everything and I'm like, no, I'm just curious.

[01:07:20.600] - Bec Derrington

That's right, I think curiosity is, is the thing that keeps it's, it's a secret to eternal youth because if you're always curious, always interested so there you go.

[01:07:31.960] - Aileen Day

And I think and if you, if you are a naturally curious person, you can find so much amazing information in just about everything, even the most boring people. But, you know, we try to steer clear of them anyway.

[01:07:46.390] - Bec Derrington

Exactly.

[01:07:47.350] - Aileen Day

Right, well, they are if you are listening in, cos you are because you bloody smart watching this podcast, listening to this podcast, I want to say thank you, Bec you are a bloody champion. I am so in awe of the amazing work that you do, that you have continued to stand by and the help and support that you provide the media and for those trying to get and, and getting into the media. And personally, as, as a user of your product, I appreciate you so, but there is one more thing that we have to do before I let you go.

[01:08:26.740] - Aileen Day

So if you have joined us before, you're also going to know where this is heading, and if you haven't, what happens next is that every guest that comes onto the podcast gets asked to fill out a guest profile form and part of that guest profile form is there is one question that I want to know. What is the song that pumps you up for anything? What gets you out of bed? What gets you out of that shitty mood? What gets you ready for that meeting that you just don't want to get into or gets you ready for the meeting you do want to get into?

[01:09:05.260] - Aileen Day

So, do you remember this now? This is, this is, a banger, do you remember the song that you told me?

[01:09:15.140] - Bec Derrington

Yes, I do.

[01:09:15.410] - Aileen Day

What is it?

[01:09:17.540] - Bec Derrington

It's called Work by Kelly Rowland, Kelly Rowland, so embarrassing, but yes.

[01:09:24.570] - Aileen Day

I love that song, that was her first hit after leaving Destiny's Child, and I absolutely, that song is already on pretty much all of my playlists. I'm a big, big fan of Kelly. So, you might not know this, but every guest that comes onto the Value Driven Brand podcast gets asked the same question and the answer for the song that they provide goes into the Aileen Day guest, I kind of think of the name, what goes into its own Spotify playlist, that's what it does.

[01:10:05.110] - Bec Derrington

Oh my God, I imagine the [inaudible 01:10:08] it's not my favourite song, it's just the song answers what you're.

[01:10:13.520] - Aileen Day

Wow.

[01:10:14.030] - Bec Derrington

I feel like if I need to motivate myself to go for a walk or anything, that would just be ridiculous, never when I was lying.

[01:10:27.200] - Aileen Day

I was like, I don't run for anybody, if someone's chasing me just do what you gotta do here's my purse, go for gold. I love that, well, that is perfect, that is exactly what we wanted, the, the, the song that gets you ready to walk fast, certainly not run, but gets you pumped up for anything. So when this goes live, you will be also able to at valudrivenbrand.com/podcast-series, find this recording all of the resources attached to getting in touch with Bec. You can find my recommendation for The Art of War and you will also be able to download the Spotify playlist and find Bec's contribution to the very eclectic playlist. It's going to get you pumped up for everything and anything, Bec Derrington, you are a bloody champion.

[01:11:26.570] - Aileen Day

Thank you truly for all of your wisdom and insights and congratulations on getting SourceBottle into Singapore, if you are somebody that wants to head into the media, get your face seen, become famous because you are a giver, not a taker. I want to say the givers getting onto sourcebottle.com and all of the, all of the details will be available at valudrivenbrand.com/podcast-series, and any other resources that we can help to get you in your face in the media will be there as well. Bec Derrington from SourceBottle, thank you, so truly thank you so much.

[01:12:14.190] - Bec Derrington

Thank you, Aileen.

[01:12:16.200] - Aileen Day

For everybody else, please get out there and deliver value to somebody in your life, because if we don't know by now, what goes around comes around. I'm Aileen Day until next time.

[01:13:10.960] - 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 on. First, go to www.valudrivenbrand.com/podcast-series, that's valudrivenbrand.com/podcast-series. Tune in next time where we discuss more ideas on how you can deliver your own value-driven brand.