

HOW TO BUILD A MILLION DOLLAR

*We
develop a passion
for Teaching!*



Hey friends and welcome back to Deep dive the weekly podcast where every week it's my immense privilege to sit down with academics and authors and creators and entrepreneurs and other inspiring people and we find out how they got to where they are and the strategies and tools we can learn from them to help us build a life that we love Carrie Rose is the 29 year old co-founder and CEO of the creative agency rise at seven working with some of the biggest brands in the world including Asos and

Playstation the company's
grown to over 9 million
dollars and now carries
expanding the company to the
us as well at one time I saw
someone and they was like
what are you doing I thought I
own my own businesses are
amazing Anne but yeah yeah
I've got office in New York
I've always been like what
now this conversation with
Carrie completely blew my
mind because she is an
absolute Powerhouse when it
comes to sales and marketing
and public relations PR stuff
in particular and a bunch of

cool things that she's learned around advertising and marketing as she's been growing her business if we was running misguided marketing strategy this is what we would do so often we have to come up with PR idea social ideas strategies of how we can convert customers better than they are currently and things like that Carrie is also a champion for diversity and inclusion in the workplace and she's made it a priority to create a company culture that uplifts and values

all voices we also talk a little bit about teenage Carrie and the disadvantages and struggles that she faced earlier in life growing up in a disadvantaged area and dealing with grief from a very young age and how all of that stuff played a role in her journey to becoming the CEO and co-founder that she is today I live in a cancer State on my life so people didn't go to UNI where I was from and I made it and I did it and I proved everyone wrong he would just be so proud so so but I don't get me emotional

he will just be so proud and I
think it's just because he
knows how resilient I am um
oh

my God why am I crying
what the hell at the moment
according to the YouTube
analytics 81 of you who are
watching this on YouTube
have not yet hit the Subscribe
button and so if you're for
example in the now 81 of
people who are watching this
on YouTube but who are not
subscribed to the channel I
would love it if you could do
so and would be awesome to
get that number down to 50

and it would be cool to get
like 50 50 sub non-sub ratio
just just for fun all right
Carrie thank you so much for
coming on podcast thank you
uh so much to dig into with
your story I wonder if we can
start with what were things
like when you were in school
because I guess kind of
stunning were there often
kind of
paints an interesting picture of
how people grow okay
growing to become
entrepreneurs sure um I was
the typical loud I wouldn't say
naughty kid but I would say

cheeky so I didn't really do anything like really annoy but I was the class clown like lots of friends very popular you know like having fun and all that sort of thing but I was always that kid at school that was quite I guess couple people called me lucky because I never revised I never really kind of read books or studied or did my homework but I always got really good good grades so teachers hated me for it which is really weird um I remember the day that I collected my gcse's my English teacher

threw the envelope at me and
she was

like how the hell have you
done that and I was like I
opened it and I got like an A
and I was like I don't know so

I was quite lucky but I do
think it was just I was I was
often told by my teachers I
was a very good blogger and I
used to think that was an
offensive thing but I actually
took as a compliment um
because I was I was able to
tell really good stories
through English or math or
whatever it was um so yeah I
was kind of like quite cheeky

at school got in a bit of trouble I guess just by kind of like taking a lot of friends on the journey with me and you know not really focusing on class but I ended up doing quite well grades-wise so I think that's a lucky thing so if um let's say 16 year old Curry could

have seen you now would she have been like surprised at uh kind of you becoming an entrepreneur or would have been like oh of course that was gonna happen 100 I think yeah I think like people thought I would more than

likely I don't know not like
down talking working as a
waitress all my life but like
just kind of I was more about
my friends than actual
education or career or
anything like that it was all
about having fun and so I
think yeah looking back
people would be surprised
and actually they are like I
have a lot of teachers that I
you know when you see a
teacher in Tesco and they're
like hello I haven't seen you
for a while and one one time I
saw someone and they was
like what

are you doing I thought I own
my own business and oh
amazing and when I started
describing it then oh you
really well but yeah yeah I've
got an office in New York
I've got something like what
so that was like yeah I think if
we look back and think like
myself when I was 16 or
myself you know or teachers
or anything yeah I think
they'll be very surprised at
where I'm at right now oh
fantastic so that's that's very
like refreshing to hear like um
I've interviewed a bunch of
entrepreneurs on the podcast

like I'd say 95 of them are like hustling selling when they were younger or like building websites or like doing business from the age of 13. yeah and so it's unusual to speak to someone for whom that would

have been a complete surprise yeah um so we'll definitely talk about how how that kind of changed along the way so it sounds like in school you were the popular one you managed to kind of black your way into good grades yeah if I can kind of phrase it in those terms and then you

decide to go to university
yeah well funny enough so
my family where I come from
and we're not very wealthy no
one went to University to be
honest I didn't even know
what university was I
remember getting really good
grades and went and doing a
levels and I didn't at the time
knew what I wanted to do so I
remember going to my mum
and saying Mom I don't really
know what to do and she said
okay well when you don't
know what to do you need to
spread spread it out go study
business go study a language

so what I studied was
business Spanish media
because I like to be creative
and psychology you know
wide variety of subjects um
went to college and studied
that and ended up getting
really good grades again so I
got like a b b something like
that and I remember my
teacher pulling me aside and
saying Carrie what you're
going to do now I was like I
don't know what what do I do
I apply for jobs and she was
like have you thought about
uni I was like what's uni I
didn't even know what it was

like none of our family had been to UNI no one spoke to me about uni and I was like well you've got really good grades to get into one of the top universities you know Leeds University was always one that I looked at at the time and it was like you should apply how do I apply so she actually stayed with me till like 10 p.m kind of thing we wrote These I don't know what it was called at the time but like you know like a cover letter kind of yeah apply for uni and um I got in I got into the top uni um so yeah I

remember going home and saying to my mom I think I'm gonna go to UNI she's like what you can't go to you you can't look after yourself because I was a bit of like messy room kid you know like that type of kid um and yeah I packed my bags and moved to leaves and I never went back nice so as you can see it was very much like unplanned yeah Whirlwind and that's still what I'm like today what was the rest of your like friends like were they all going to UNI or was it that like an unusual thing

for your friendship group
yeah quite usual and I was
like a typical kind of kid that
had a lot of friends that
maybe felt pregnant at a
young age and probably came
from Council I live in a
council state all my life so
people didn't go to UNI where
I was from and if you did you
was usually part of like a rich
family if that makes sense um
so I did have one friend that
went to UNI but she was a
couple of years younger than
me so she kind of went after
me and actually I influenced
her to do that but most of her

friends didn't
and so it was quite a scary
thing for me to do and but one
thing I am is extremely
confident and that's definitely
part of what my dad drilled
into me I just I was like yeah I
can go Judy I can do that like
I always believe I can do
anything and that's the
mindset I had even my you
know whatever held me back
I can still do it so um yeah
despite friends not really
following me on that journey
and I went off alone that's
what I remember that you said
your your dad drilled it into

you what do you mean so
we're a big family so I have
six sisters we all start with the
letter c we'll call ourselves a
killer Kardashians um wild
household as you can imagine
so my dad obviously with
loads of girls in the
house um we're all very
different so some of them
have big families or loads of
kids um my mum was always
really weird hard working and
that's what inspired me and I
guess I'm the youngest out of
the six um and those my
sisters didn't necessarily end
up in successful jobs didn't

really build careers for themselves and my dad always drilled it into me at a young age he's like whisper in my ear when I was like seven you're different you're gonna be good you've got you know stick to it stick to it you like stay focused don't let anyone tell you you can't do anything so you drilled that into me um and even him so he like kind of like ran a business himself he was a bit of like an old school farmer and he ran a business himself to a point where when I used to come home from school he

used to have like cash lying around the house and he used to go around count it and that's how I look at maths so like he he just kind of gave me the confidence that I could achieving things that makes sense um and he was one that drilled into me and I don't know why he took a lightning to me specifically as the young baby because he I was Daddy's girl but my mum always said he stuck to you differently like he's like he saw something in you so but I think that's what gave me that confidence to to go and go get

it basically yeah yeah it sounds like both your parents were pretty supportive then yeah I'd say so uh it's it's quite a drastic I guess background because um so obviously he gave me all this confidence and stuff my Dad and Mum broke up when I was like what 12 but they still stay friends which was really nice to see and but then my dad had a sudden heart attack and died and obviously for me who was like Daddy's girl that like turned my world upside down but I think so obviously this was the time I was 15 so

what would I have been doing
a levels then yeah so yeah that
was that yeah it was just
before A Levels yeah it was it
was GCSE um so when I got
my good grades and when
everyone was like oh you
should go to a levels and I
was obviously just a little bit
like a whirlwind child of
like what should I do next but
obviously he was that
motivation of yeah I can do
this so I think that really was
like the thing that driven me
to keep going and you know
you can achieve anything and
I think when you do have

someone like a family member pass or like a dad or like a parent or anything I think you end up doing it for them rather than anyone else so I think that's a big driver especially when I was younger yeah well that that must have been really tough when you were 15 to cope with that oh yeah yeah how did you cope with it what was that like I didn't for a long time I'd never lost anybody so like you know when people have like a grandma that's died or like I never even had like a grandparent

die so that was like really
hard um and especially
because it weren't planned he
just had a heart attack and
died so for me like my dad
was my Escape you know like
when the sisters was arguing
in the house because someone
had stole their clothes or
whatever it was or I don't
know I I was the young baby I
used to run away and go stay
at my dad's so he was my
Escape so I got to a point
where I had nowhere to
escape to so I do think a big
part of which one might come
down to later a big part of me

leaving at 17 and going to
Leeds and going to UNI was
me escaping a little bit and I
think that is been an
interesting Trend throughout I
guess my career of me right
I'm gonna run away and go
prove

everybody that I can do this
kind of thing um but yeah like
it hit me hard mostly because
he was like my rock and my
confidence boost and all that
sort of thing um but I do think
it was a big part that it was
like a door opened and said
go run through it in a way oh
yeah I've I've been fortunate

not to have really lost anyone close to me yeah yet but I know it like it's just a matter of time I mean it happens to everyone yeah um so I can't really imagine having like having to go through that at the age of 15. I'll tell you a quick story because it's really interesting so I remember at school there was this kid called oh my God what's his name now Brandon I think it was and Brandon had lost his mom and dad in a car accident right and he became the kid that lost his parents you know like he had

a label on him without saying it he just was the kid that lost his parents and I remember I used to see Brandon in the hallway or in dinner hall or something and just look at him and feel sorry for him a little bit like that's that kid that lost his parents and I remember the day my dad died I went to school maybe about two weeks later and I remember walking through the hallway and he looked at me this Brandon and I knew he was looking at me like the girl that lost her dad I knew that all of a sudden now I had

that Unwritten label on me in
that way and it's like we
connected we said hello then I
didn't really speak to
him before but I think you
don't expect parents to go you
don't ever like I never ever
imagined you just don't think
about it oh and I never did
especially at 15. so when it
happened it just turned my
world upside down and made
me maybe quite lonely I guess
at the time because I was this
baby that looked up you know
I loved my dad and that sort
of thing and but then yeah it
was it was a very tough time

um I guess for a couple of years you know it was going through I was going through you know 15 I don't know really what goes on with hormones and things like that at 15 but it was the peak time of obviously getting my grades and you know where am I going to go next and making big decisions as a you know a teenager I guess um have you got any tips for someone like if someone's listening to this and they've recently been through like losing a parent or someone close to them anything that

you found helpful to help you
get through it um two things
so um one of the things that I
did when I was a kid which is
I'm quite grateful for I didn't
know this but um when you're
under the age of 16 you
actually can get free
counseling um my school
recommended at the time so
they got in touch with my
mom and said by the way um
it's like a government thing
um young children who have
lost parents go for grieving
you can get free counseling
and it's through the school so
once a week they come

in and sit with your child for an hour and you know talk through things and one of the things they talk through which is quite an interesting concept it made me realize they basically Drew out like a road of grief and they said this road is like a long it's a long road it's basically it's throughout your whole life you will grief from losing a parent and what they said is at the beginning of the road there's loads of potholes and these potholes are really deep to the point where you know when you drive a bottle it like

stumbles you a little bit but
then you keep going well
these potholes sometimes you
drive over it and you fall in it
and you don't come out for
months and that's what my
counselor taught me
like you are going to fall into
these potholes and you might
be there for a week you might
be there for two months six
months whatever it is but as
you go on this I'll cross this
road these potholes get
shorter and sure and they get
less so it just becomes easier
they stop tripping you up as
much and that's what grief is

it's not like you're moving on
but it just gets easier it just
gets better and that's one thing
that I tried to visualize with
people that have lost parents
or at least lost people close to
them because grief is one of
those things that it does get
easier and at the time you feel
like you Will's end and but
that's the first thing I'd advise
and the second thing is this
might sound silly but write
letters like
communicate it doesn't need
to be written letters but it
could be communicating in I
don't know messages so like I

still had my dad's mobile number and I'd message him when I was a kid sometimes and it never went through you know bounce back but it was kind of like I was sharing my thoughts at the time and I think yeah especially like Lads and boys that they don't necessarily communicate that sort of thing they don't show those emotions so I think find your own way of communicating and but then also find your own way of understanding grief so there'll remember two tips oh peaceful yeah um what do

you think your dad would say
if you saw how you
are now um foreign he would
just be so proud yeah so so
but don't get me emotional he
will just be so proud and I
think it's just because he
knows how resilient I am
yeah um oh my God why am I
crying what what the hell um
I never thought I would I
don't even know you this is
amazing um yeah he would
just be so proud also that I
kind of went against the odds
you know like counselor State
kid big family loads of kids
no one went to UNI and I

made it and I did it and I
proved everyone wrong I say
that though which is weird
because it's like who am I
proving I don't know who I'm
proving me myself I don't
know but yeah he'll be he'll be
very proud um thank you for
sharing all that I know I think
it's really
important like with a lot of
people's I guess like
especially like you know
people who are like super
successful and yeah podcasts
and stuff you often just kind
of hear that see the Highlight
Reel of course you do yeah

realizing that there's like yeah
grief and emotion behind it
yeah and everything um okay
so you get through your gcse
yeah you get through a levels
and you decide to go to Leeds
yes what did you study um it
was actually classed as New
Media Communications
basically media but it was the
digital version it was the first
year that the media so when
you studied media at Uni it
was often thing like
filmmaking podcasting things
like that you know journalism
and stuff well it
was the first year when digital

started to become a thing so I was very lucky actually to have spotted it because it was the only course in the whole country that did this and but it was New Media digital channel so I studied social media I did things like animation Motion Graphics learn how to use new technology learn about the internet and Safety and Security I did a bit of web development so very kind of like a technical course um which I loved because I kind of could apply you know things that I'm excited about

AI Innovation strategy that
sort of thing but then um also
be quite creative as well yeah

so at that point you're
studying the subject and like
what are you thinking about
um what

you want to be when you
grow up still have no idea
okay completely no idea there
was a point where I developed
a website which was the worst
website in the world but I
remember thinking I'm going
to start a development agency
and I'm going to build
websites and make loads of
money and I think it's because

I met some kid who came into class one day and he said that he makes websites and he ran himself like 10 grand or something I'm thinking oh let's make some money that's what I want to do um I ended up paying him like a 100 quid to do my project work and he did it and I got really good grade but yeah um I was still unsure at that time exactly what I wanted to do so again figuring it out as I as I went I guess I have this motto see where the wind blows me and that's what I was doing at the time okay so then three

years at University yeah how
was that experience overall
um wild yeah oh this is an
interesting story so I started
University and I moved into
Halls as everybody does but
one of the biggest mistakes
that I made is I remember
thinking I really want to live
somewhere nice and make
nice friends and have a nice
apartment you know like be
someone I I'm not like I come
from a councilor state but I
want to live in a knife
apartment in Leeds so there
was a certain uni Halls that
was a bit more on the higher

price um and I'm gonna
thinking that looks nice I'll
just get some jobs to
be able to afford it but that
looks like the perfect place to
go so I applied to stay there
and I got in you know to into
the halls and I moved into this
um amazing halls and this
beautiful like nicest
Apartments like I stayed in
for a uni Hall whereas some
of some of the people that I
made friends with at Uni they
were staying in some really
bad places you know and but
one thing I really made a
mistake about is I ended up

being like I guess grouped
into halls with some of the
richest people in the country
oh okay so culturally there's a
massive Clash right I was the
standout you know councilor
State kid surrounded by
people with Rich families
who their parents was paying
for their halls and I was
there like working in bars
trying to figure out how to
pay for it that was one of the
biggest mistakes I made but
also if I reflect it I learn a lot I
learned about different people
and I've never been
surrounded by people that you

know some of their parents
were multi-millionaires
billionaires and I was in these
halls with these people lived
with them for a year and it
was very difficult because
they had different perceptions
of money and you know I was
there working like hard to
kind of like fund University
you know didn't get a penny
from parents or anything like
that um whereas they was a
little bit different so it was
interesting kind of time
because I I guess I felt like I
needed to keep up with them
and

therefore I just worked hard to be able to do that um but I guess after that first year ended I ended up moving with some of my friends off my course yeah um but yeah that was an interesting decision I made a few months ago I interviewed a psychology Professor who studies luck oh wow and he's written books and papers and stuff where he boils dirt luck down to four things basically that lucky people do that unlucky people don't yes and one of those is striking up conversations with people in trains and coffee

shops and that kind of thing
yeah because you just never
know where it's going to take
you 100 yeah is that
something that that's sort of
carried on in the rest of your
life yeah all

the time yeah I I met someone
today in an Uber um it was a
taxi driver he was like oh
where are you going today
and I said about work and I
had a meeting with Amazon
and all these sort of things
and he said what do you do
and he ended up being a
videographer and um we
exchanged names and added

each other on LinkedIn and
someone that I might be able
to work with one day but
those don't come about to
Everyday People you just got
to be able to have the
confidence to talk to people
and be open-minded and
welcoming as well so I do
think because of this kind of
like I don't know more than
this about me maybe I am
quite easy to talk to and so
that also is a good part of how
I get good
opportunities is people just
feel okay to be able to chats
Ministry or whatever yeah we

always like this so is that something that you have to develop over time always like this yeah my mum said when I was a kid she was like you talk to everybody she was like you would just make conversation with people in Tesco like as a like five year old you know run around but I was the type of person that also didn't like to not be in the know she said you would stay up late so save my mum had friends around you know for tea and drinks and stuff and my bedtime would say eight o'clock she says you would

not go to bed you would sit
you'd even sit outside the door
so they'd shut the living room
door and I would sit
listening because I just
wanted to hear what adults
talked about she was like you
were so curious inquisitive
confident but you loved being
around people so I do think
um that was maybe a big part
of I guess who I am today
yeah let's say you had um a
junior team member or
something who's like um who
admires like your ability to
talk to everyone yeah and and
they're like Carrie how do you

how do you do it how do you
just strike up a conversation
with someone that you just
remember they've just met
can you think of any like I
guess the strategies or things
that you find yourself doing
that you can wow kind of
share with this person to be
like oh that's a really hard one
you know when you just
do it it comes natural to you
but I guess if I think how my
mind thinks when I see
someone I usually see
something that I can identify
with so usually I'll see I don't
know I saw someone a girl

the other day on train and she was on um a new look website and she it looked like she worked in marketing and she was doing she was writing like notes down for marketing and I basically said oh um on the train I was like do you work at new look um she says yeah yeah and I said oh do you know blah blah because I know someone who works at New Look in the marketing team so I guess what I try to do is identify me and them together and see if I can strike a conversation all the time so I guess

it's just spotting something that I can either add value to her day in some way um so that's one of the things that I can if I could see myself doing it all the time well in in that context it's very easy for you to just be on your phone you're super busy you probably get tons of emails and messages and stuff like what is it that lock up yeah tutor like yeah actually be like oh do you work at New Look rather than just like stuck on the phone I guess maybe I'm quite like nosy like inquisitive like I guess that is the thing

about me like um I do ask a lot of questions like I am that type of person um I'm just curious I think um even down to kind of like the people in this room and like earlier on like in the lift and stuff like the first thing I looked at is like I want to know who they are what the name what do they do um I think that's I guess it's just a natural part I guess of me in a way yeah I mean it seems like that skill has really served you well yeah I think so reflection now yeah I've realized that so you're doing the six month

unpaid internship sort of thing
with this with his Google
chap yeah yeah well why are
you still at Uni yeah how are
we how are you how are you
doing that like um to be fair I
think it was when um it
started to quiet down you
know in the summer period it
was like coming to the end
and then it went somewhere
so it was during that period so
I was meant I was able to
manage it absolutely fine
um but I also was like oh no I
need money to pay for rent so
I actually ended up working
in wetherspoons at the same

time with Google and and you said that you got obsessed with search yes that's a bit random like yeah I was I was looking up your agency and it's all like search-based stuff and I've not come across to that adjective before in terms of kind of marketing agencies yeah because I mean I know loads of agencies specialize in Performance Marketing yeah but none that specialize in search yeah so like where did the obsession with search come right it's a bit random yeah it is right um oh God it's interesting actually I think it

was because one thing I
learned is um when when
with the Google
360 guy he basically said if
businesses do the video like
add video to their website um
of you know their 360 view of
their Cafe Google then puts
them up on listings when it
comes to local search so if
you was to look for a I don't
know say if you're looking for
a certain Cafe in London their
chances of getting higher up
on Google um is bigger
because they have this video
content so I was like what so
you can actually influence

what comes up on Google and I was like yeah and I was like that for me is a money making way and I was just obsessed with it in that way and so I remember there was a module that you didn't have to take at Uni but I decided to take it like an extra module it was for SEO and SEO didn't understand what it meant but it meant search engine optimization and essentially what they did is they years ago they taught you how to actually get websites to rank high on Google by doing they call it

black hat stuff so black hat is things you shouldn't really be doing to manipulate Google and it was things like write a load of keywords in white text on a white background so Google can see it and things like you're talking about certain content when actually users can't see it so I learn about all these different clever ways of manipulating Google and then that's when I become really obsessed with arcade well how is people actually doing it the right way and that's when I started to look into actual jobs of this

I was like I'm going to teach myself I guess how did you clock that this was oh I can make money in doing this I think because it was new I think it was because it excited me that nobody else was doing it I think that's probably something that will come up in this conversation even more is like I always spotted what everybody else weren't doing um so if somebody else was doing that then I want to do something that nobody else is doing and that's really what set me out to be like unique um so I think at that

time not many people was talking about search engine optimization but you could just see the budgets was getting

bigger and bigger so like remember that content job that I wrote um started to get where I wrote about horses that I realized that was an SEO job so I was writing content for websites to get them higher rankings for certain horse content and I was like wait there's money in this and I was like wait and actually people aren't that good at it like they're doing

basic stuff really so yeah I kind of started to teach myself in my bedroom watching YouTube videos you know reading books and Twitter and all that sort of thing and I just kind of got my put myself out there to learn as much as possible at this new thing that no one else was new about all right we're just going to take a quick break from the podcast to introduce our sponsor which is huel now this is very exciting because I've actually been a pain customer of huel since 2017. I started eating Hill in my fifth

year of medical school and I've been using heel regularly ever since because you know I like to be productive I you know my calendar is full with a lot of things and often I don't have the time or don't make the time to have a particularly healthy breakfast or a particularly healthy lunch and heal is fantastic for those occasions because it's 400 calories they've got tons and tons of different flavors my favorite flavor is salted caramel because for that you get 400 calories you also get 40 grams of protein super

hard to get enough protein in
my diet

these days especially with
trying to get hinge and
working out he'll just make
sure that I get at least those 40
grams in the 400 calories and
it's got 26 different vitamins
and minerals which really
helps with the whole healthy
balanced diet thing as well
now I don't use heal with
every meal I wouldn't
recommend using it with
every meal but in those
occasions where you find
yourself reaching for a very
unhealthy snack we're about

to order a really unhealthy
takeaway it's just absolutely
fantastic being able to have
the option now I use the heel
black edition in the mornings
it's very nice I put two scoops
of powder into my little
blender type thing I add water
sometimes a bit of milk
and that gives me what I need
but also for lunch I like using
the hewell hot and Savory
product they've got which is
basically you add boiling
water to this container of stuff
and you can make yourself
like a they've got a really
good cheese pasta type one

which is which is my favorite thing and again also all of these are nutritionally complete meals they're all vegan they all have all these nutrients and vitamins and minerals and stuff and they're often reasonably high protein as well and it's also ridiculously cost effective like one of these meals is one pound 68 for a 400 calorie meal which is like a tenth of the price of what I would be ordering from deliveroo instead and so really huel is a perfect companion for a busy life where you want to

get a lot of things done and
you don't if you don't
necessarily have a lot of time
to cook a healthy meal and
deal with all the prep and all
the shopping and all the
cleanup then heal is a great
addition to your life rather
than a replacement for all of
the meals in your life anyway
if that stands up your street
and you want to try out heal
then if you head over to
heal.com forward slash deep
dive that URL is a special
URL which will give you a
free t-shirt and a free Shaker
thing with your first order and

so yeah head over to heal.com
forward slash deep dive and
thank you so much heal for
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now people ask me all the
time for advice about
investing because I've made a
bunch of videos about it on
the YouTube channel and my
advice for most people is
generally invest in Broad
stock market index funds
which is exactly what you can
do completely for free with
trading 212. it's a great app
that lets you trade stocks and

funds and ETFs and foreign exchange if you really want to and one of the great things about the app is that if you're new to the world of investing you can actually invest with fake money you don't have to put real money in they've got a practice mode where you invest fake money and then it actually tracks what the market is doing in real time so you can see had I invested 100 pounds into this thing what would my return have been X weeks or X months further down the line once you've got some comfort

with that then it's super easy to deposit money into your trading tool into account you can use Apple pay like I do initially or you can use a direct bank transfer and then once the money is in your trading 212 account then you can invest it in basically whatever you want now if you're based in the UK you might be familiar with the concept of an Isa which is an individual savings account which is basically a tax-free wrapper that you can put money in you can put 20 000 pounds in every year up to 20

000 pounds and it resets every April and then all that money can grow and it's completely tax-free for the rest of your life and if you want to sign up for an iso you can sign up for one completely for free also on trading212 so if you haven't yet filled up your ISO allowance or at least put some money into your Isa for this year that might be a good step forward the app also lets you Auto invest which is a great thing because then you can automatically invest a percentage of your paycheck into the thing every month

and so if you haven't yet started with investing and you want to give it a go then you can download the app on the App Store and if you use the coupon code Ali Ali at the checkout that will give you a totally free share worth up to a hundred pounds it's available on iPhone and Android and you can check it out by typing in trading 212 into your respective App Store so thank you so much trading212 for sponsoring this episode okay so you're approaching the end of uni working with spoons doing

this internship at Google what happens next oh so graduate it unique get really good grade I can't remember what I've got now I think I got first I'm very proud of that moment of graduating I remember crying with my mom very very happy and essentially at the end of University what they do is they get um businesses local businesses to come in and do career presentations and one of the businesses that came in was an agency called sticky eyes sounds really weird it's a really weird name and but

they're a marketing agency in Leeds and they do um advertising and marketing and PR and things like that and they was working with things like ghd like the hair brand and there was also had like MTV so I remember them stood in front of our class talking about what they did and SEO was one of it and I was like I want to work that that was like my goal I'm gonna work there when I graduate and I was only like three months off graduating so I went on their website and I saw that there was a grad

scheme and essentially there was going to be hiring two people to join their business and there was a bit of a process around it so I think there was like free stage application where you went into their office for the day and you got to set a certain task and you had to come up with an idea ball bar so I went in and I remember being thinking go in and win it with personality go in and win it with energy and positivity because I had good CV to be fair you know all the experience and all the free

work I was doing like surely
the Google 360 stuff this is
gonna set me in good stead
um so I went to the grad day
to go and like try and win that
job and yeah I won it so I got
the job and worked there I
was meant to be working
there full time but I actually
ended up getting made after
three months I know so
um while I was there though
um the good thing is I learned
so much I remember I was put
on um ghd and they told me
to go and PR some new
launch like product launches
and I thought I do there's like

you need to write press releases and they taught me how to write press release and all that sort of thing and then they said you need to call up journalists and be you know build relationships and that was the first time that I ever caught I thought what do I do when I ring a journalist I was petrified I remember the moment that I first rang a journalist and it was um one of the first journalists that I rang was someone at Vogue and that was that was the toughest yeah they literally hung up and was like

no go away I was like oh and there's like no you got to keep going and I was like okay well who do I ring next and it was like right so I learned how to kind of resilience again of like getting told now and keep going so um I ended up calling um the sun one day about this product launch and luckily this girl called Ellie answered the phone she's like hi Emily I'm the beauty she was the beauty editor at the time of the sun I thought Hayley I thought basically I've got this product about to be launched it's for ghd and

it's the new it was when you
know like copper gold was
like a new trend and it was
like they had the copper gold
hair straighteners so we're just
about to launch it I
would love to send you a pair
funny enough she went I'm a
hairdresser in my spare time I
went well that's low-key again
a bit of look um and she said
this weekend it was um I
think it might have been
Glastonbury or Leeds first or
one of those basically and she
said I am actually um doing
Ellie Golden's hair this
weekend I will use if you can

get me in by tomorrow
morning I'll use the
straighteners and I'll write a
piece in the sun about it I've
been thinking and I hung up I
was like went to my boss I ran
to her and I was like you're
never gonna guess what I'm
just wearing jeans at the
Sunday I should do that can
you move away move aside
we need to we need to cover
this now I
remember thinking oh that's
obviously because I've done
some good work but I
remember feeling a bit like oh
they've taken that off me like

that was a really good opportunity it landed in the sun it did really really well so um and they sold out of ghds at the time as well so it was really really nice PR and we ended up doing more more press coverage and stuff so I guess that was when I first started to learn what is PR how to get brand mentions how to get links back to websites and that's how we can improve SEO and stuff so yeah that was my early stages of learning how to talk about the question so let's say someone's listening to this

and they're like I've just I
want to launch my I don't
know product that I don't
know squeazy handheld b-day
for the toilet or something like
that and they're like but I
haven't got an audience I don't
have a YouTube channel I
have a podcast like can I get a
placement in like the sun like
is is that possible for normal
people to do it is um I guess
so the best way to describe it
is you've got to create a story
so a lot of people listening to
me then will probably say
yeah but it's ghd that's easy to
get in the sun you know

people love jhd it's a big
brand already so I guess we
work with a lot of style
Brands as well and the biggest
thing that I teach a lot of so
we have a team of 50 odd
PR's now and what I teach
them is you just gotta create a
story that people
will be interested in it might
be something funny reactive
creative like I'm trying to
come up with an idea around
this b day thing or whatever
but you basically ought to
come up with something that
people will find either useful
engaging funny or resourceful

um so it could be like a data-
led piece or something that
positions you as an expert but
that's how you get PR and so
yeah I've worked with lots of
like Brands everything from
Finance which might be
sound boring try travel cars
you know all that sort of thing
and mostly you just have to
take the product the service
and create a story out of it that
people actually care about and
that might sound like okay
well how do I create a story
and but I
think it's mostly around know
what's relevant know what's

relevant in the media what people are talking about and try and make your brand relevant to that Trend so it might be hmm there was a massive Trend recently around Facebook and are they listening to us you know like people's data security and privacy and things like that and we had a technology client that basically looked into um data security and clouding so essentially what we did is we did a study to look at how much data does Facebook have on US versus Twitter this is Instagram

versus Tick Tock and we basically created this like online report which we then pushed out to press to reveal which app actually knew the most

about us and we ranked them you know across all these different apps around the world and that's how we got press coverage for our brand so it's an idea of like okay well the the thing that was bigger at the time was our Facebook listening to us and we then turned that into a campaign story positioned our client as an expert and able to

get you know Mass press coverage as a result of it nice okay so it's not about this client has just released a new Cloud security data interest like no one gives a no way yes but if you turn it into something a compelling piece of content 100 and a lot of traditional PR's might say um you need to build relationships and that's how you're going to get the Press coverage of your product but I'm like no people will not cover that they don't care like even when like we work with some of the sexiest Brands

like fashion brands and
Beauty Brands and they'll
might do a big collection with
the Kardashians or it might
even be and you know
another Celebrity Face or
anything like that they still
don't care about that how can
you make it relevant to me
because what they need is
traffic they need social shares
no one really cares that you
know Chloe Kardashian has
done another range with
another fashion brand but
what else can we create that is
going to get the traffic and the
shares for the Daily Mail

because we can create an angle on that so yeah it you've really got to think about their metrics and what they care about and how you can help them hit their kpis too that's super interesting um can you think of any other kind of examples of sort of trying to sell something boring and turning it into an interesting story and um a new maternity range and clothing brand yeah yeah oh yeah um fashion brand um for women and they was learned launching a new range for maternity so um when people get pregnant and

there's not much range out there in terms of dresses and clothes and things to wear not much choice so misguided a quite professional brand and they've actually don't exist anymore but this was like four years ago um but what they did is they decided to launch an actual maternity range that looked nice for once um and they said can you mark it can you prior it and I was like well yeah but there's loads of maternity Brands out there there's loads of people that do maternity clothing so we need to come up with a story leave

it with us so we then started to look at the media what are people talking about and one of the things I don't know do you watch Love Island I've seen bits of it okay I can't remember her name but one of the love Island um members she was a model on Asos okay and she was found so somebody watched the TV show and they basically found her on Asos in the maternity section and they was like wait she hasn't got kids and she had like a paternity bump and what they revealed is it's fake

so people that wear these maternity they're models that have these like maternity shoes they wear fake bumps so it caused uproar everyone was like oh my God that's not like realistically what a woman's body looks like like the fake bumps how can they realistically show you know what that dress looks like when actually we've got bumps and cracks and all this sort of stuff in all different places so the the consumer on Twitter and things like that was screaming out for realism so I was like I've got a story I

know exactly how to Market
our maternity range we went
and actually got real
pregnant models we basically
called up a few models that
was pregnant heavily
pregnant with big bumps and
we said we actually want to
do a photo shoot with you and
usually models like what like
I've lost my gigs for a year
because I'm pregnant but
actually you want to take
photos of me like yeah
because we want to show
what real women look like so
we did this whole photo shoot
of maternity range with the

realistic actual real bumps and
we showed it with the stretch
marks and everything and it
went all over the press and it's
like the first fashion brand to
do a realistic maternity range
so that's how we added a story
to something that is I guess
just a product launch nice
that's really cool yeah

[Laughter] wow so let's say
I'm a normal person wanting
to Market my B days and I
figure out some kind of some
kind of story I bought one of
Amazon the other day and
I've just been sort of Shilling
it to all my friends be like

guys this is um let's Okay
cool so let's say I think okay
cool I've got a story angle for
XYZ can I just click contact
us on the sun.co.uk and email
it like how does that work
yeah so when you work in PR
you get access to loads of
databases and so databases
are usually quite expensive to
kind of get a handle on but
there are some free ones as
well um so even if you don't
go on like typing on Google
free journalist databases loads
of lows on there but
essentially what they
do is they give email

addresses for editors across different niches so if you're looking for a fashion writer fashion editor or beauty or travel or Automotive Finance whatever it is these databases will have them all listed but what you have to really do is do your research because often what PR's go wrong with is they just send it out to load of journalists thinking they're going to pick it up but what you need to do is super targeted so take the misguided maternity one for an example everybody that was covering the fact that the love Island

person was caught with a fake
bump I contacted I pulled a
list of everyone that wrote
about that story and I knew
that if we responded to that
story with
misguided launch a real range
with real bumps that they're
more than likely going to
cover it because they only
wrote about it a week ago so I
basically made it super
relevant to the journalists so
I'll pull the list because if you
go on like the daily mail or
BBC or anything their name
is underneath like you know
I'm the author of this content

so it's finding those through
databases if you can't find
them on databases guess it
and then guess their emails
like first name dot last name
at the Sun or whatever
literally yeah it's usually
always first name dot last
name at the sun um
mailonline.com so just guess
it if it doesn't work it'll
bounce back if it does win it's
nice and anyone can do this
anyone else
what's the point of a PR
agency most people can't do it
because of time yeah and they
can't come up with the ideas

and they haven't got the tools
to be able to and they they
struggle to come up with a
good story that people care
about I think a lot of um

Brands internally they
obviously day-to-day work on
a brand all the time and they
love it they get to love the
brand they get to love their
products and things like that
to a point where they're like
oh my God we need to launch
this depression it's like but no
one cares about it but we do
I'm like but they don't so I
think what they need is an
external person to actually say

how can we make this
relevant how can we make
this shareable clickable it's
buyable

even so I think PR agencies
not only create stories around
things but they actually make
it that people actually want to

buy these things as well
something I read on Twitter
actually is like someone said
everyone is the same every
product is the same like
mostly you know even down
to like phones or laptops
everyone sells laptops you
know in terms of Brands but
it's all the marketing it's the pr

angles that makes it different
um and that's why they use
PR agencies or it's just to
create a different angle on it
to create a different story
Target a different consumer
and so that's mostly why
Brands need agencies like that
okay tons more questions on
the agency front but before
we go there um I really like
that thing
you said around like targeting
yeah because I get like dozens
of emails a day from like
clearly copy freaking pasted
yeah a dear influencer we'd
love to and I'm just like why

yeah and similarly when we put out um job descriptions for people applying to work with us you get the people that like one click apply on LinkedIn and it's just like come on and then the people that actually take the time to write an email which is super targeted which is like 100 times more likely to get through the door yeah and I don't know who's telling people that like spray and pray is a reasonable strategy but I just love the fact that even in especially in the like the pr world it's really about a

targeted attack yeah it to be fair that still happens to this day so I have my own YouTube channel and I just basically video behind the scenes of the agency that wins the fails and all that sort of thing um and because I'm on YouTube and I'm actually on a lot of databases as a an editor content creator so often um PR's send me press releases like oh I've got this new product launch and I'm like what I'm 18 I'm kind of like some of my competitors send me their agent their release pieces and I'm like

why are you doing this
because they're not checking
they're just like spraying and
praying so I think it still
happens this day and I think
the best agencies are really
good at Super targeting
knowing what people are
talking about like building
those relationships with
journalists and that's the thing
that a lot of people just don't
put the energy into doing but I
also think even down to like
you know job applications
and things like that all we do
so I spoke to a journalist
actually um they on average

get 600 emails a day oh wow
yeah and they cover by the
way around six stories a day
yep it's a lot because we're in
a digital world they need to be
producing articles fast if you
work out the average time
that's about an hour an article
say I've not got a long time so
you've got to stand out in the
inbox one which is the hardest
thing to do when the 600
emails you've got to capture
their attention give them
everything on a platter
without not boring them in
you know whatever so it's a
very very tough market for a

PR but you just got to be able to find a way to do that so um yeah it's not easy yeah I think part of the issue that I see is um there's a lot of people talking in videos and courses and stuff around like the easy way to make money and it's like oh just copy paste this template stick it in a mail merge and send it out to 5000 people and someone will respond it's like no way it's because people like don't don't want to do the hard work of actually yeah taking the time and talking to someone and finding their

email and figuring out why
it's actually compelling and
how to add value I was
actually talking to my PR
director the other
day and I so I've worked with
him all of my career so when
I worked it I walked into
another job straight out of
sticky eyes a company called
branded three so this is
another company that I had
heard about and knew was
quite good at what they did it
was actually voted the best
agency in Europe at what they
did and I ended up getting a
job there I was like yes got in

straight away and I think it's the whole Sun thing what I did there that was like we want you so we've got a job there um I walked in and I ended up working with this guy called will um and he was the pr director and LPR manager at the time and essentially we have worked together for about 10 years um he's with me now at my company and we spent 10 years figuring out the best way to do it 10 years it took us to actually find out the best way to write a release the best way to Target press releases

the best way to build a relationship and efficient ways as well and now so obviously I'm building my own business and I'm hiring people 24 7 to the point where I have people joining the business and within two weeks they're delivering like industry-leading results in two weeks and these are like 21 year olds like and people like how the hell are they like learning how to do that but I think some of the team take it for granted because what I have to what we realized the other day is it took us 10

years to give you that
resource and those
information of how to do this
and be able to get those
results in two weeks because
we didn't get those then um so
yeah I think it takes a lot of
time so you know when you
say like people want quick
win strategies it took me years
to figure out how to do it to
the like we're a five star
standard now in my opinion
and I'm biased um but we're a
five-star standard now but it
took us a lot of years to get
there so you do the the job at
Sticky eyes for three months

and then you join got made
redundant yep because they
lost a client ah yeah so that's
that's why I realized uh I
guess when I got married
redundant I was like crying I
was like what I was doing
really well and I thought I
took it

personally yeah but they'd
actually lost a client um and
that's the thing I learned about
business is they lose Revenue
they have to cut heads and I
was like okay so I learned not
to take it personal um so I'd
heard of another agency
called brand new three and I

basically tweeted the director there I said I want a job there she won't come in and come chat to me I went and spoke to her and the CEO and I got off for the job on the week so uh yeah I forgot very lucky so that's also an unusual approach like you didn't go on the website and like try and apply it officially and all that stuff yeah you just a message on Twitter I think when I'm under pressure I do things out of the ordinary so for me I just thought I was under pressure because at number one I had an apartment in

Leeds and my rent was 850 a month and I was only earning 80 pound a month at the time I think it branded sticky eyes so like my salary is really low but I had a rent to pay for and so I was under pressure and I wanted a job fast so instead of just you know going through careers and doing you know the typical thing I thought you know what I'm just going to Tweet you because she did tweet out the job ad and I just said I want that job that's mine can I chat to you and she'd obviously saw in my bio I worked at the compare

agency so clearly she's going to want to know what I've got to say um so yeah I uh I did that on depression it worked nice so you got the job and then you're there for I was there for six and a half hours around seven years oh wow yeah long time yeah how was that experience amazing I learned so much I was very loyal obviously saying that seven years is very rare by the way in a marketing agency typically people stay within marketing agencies for about two years I think it's normal two three years so the fact I

stayed there for seven years is
yeah it was a good ride got
tracked really well learned
loads um I started in the
industry marketing things like
car insurance um I worked on
gambling so lab Brooks was
one of my accounts which
was not the sexiest I don't
know anything about cars I
don't

know anything about
gambling I don't bet like it's
not my thing but because I
learned how to Market really
tough Brands I can Market
anything in my opinion what
are the principles behind

marketing stuff like if we
we've talked a little bit about
kind of creating the story
around it yep what else is
there as part of marketing
hmm because I guess that
some people like who don't
have that background
marketing can seem a bit but
Marketing sales equals scam
equals this is just it's just hot
air they're just trying to pump
up the value of a thing that
doesn't like there's a lot I
think there's a lot of like
misconceptions around what
marketing actually is and I've
only recently started actually

diving into
this for my business and being
like oh wow people read
books about this these books
are really good yeah what's
your strategy when it comes
to marketing so quite a broad
question because um but I
guess my strategy the way
that I think about it is um
generating brand demand I
think um you can pay as
much as possible to get
people to see who you are and
what you've got to say so a lot
of people put you know do
paid advertising and things
like that and you can pay as

much money to generate
customers and it does work
but I think for me I'm more
about how do I build a brand
so I don't have to pay for
customers people come to me
that's really what I focus on

um there's a
concept um called it's an
advertising concept and it's
called The Purple Cow have
you ever heard of it I've heard
of it what is it so basically it's
all around it yeah yeah I've
not read the book so basically
the book Purple Cow um
concept is around standing
out and being different so

essentially what he basically said was when you're driving along and you see a field of cows you don't really go oh look a cow you don't do that you see it every day it's the same old stuff but if you drove along one day and looked in that field and also there was a purple cow you gotta pull up and you're gonna go what the hell there's a purple cow and that's the thing about advertising and brand we're being we're consuming content load of content every single day like you know even

getting here today the amount
of advertising that I see
people don't realize it how
many advertising you see I
think you see a thousand in a
day by the way so a thousand
adverts in a day and that
could be on billboards it could
be on your phone on
Instagram so you are
constantly consuming content
and the idea is that how do we
make sure we create content
that actually people see and
remember it and that's the
biggest thing so there's
another and that's what the
purple cow is it's like if you

can build a brand but will that
people actually remember and
see it stands out in a line of
100 pieces of content that's
how you're going to get
customers

so that's how people really
invest in really stand out
marketing so I guess
something like compare the
meerkat yeah is a purple cow
the go compare a singer dude
yeah it's a bit of a person you
remember it people I talk
about it it's like annoying but
like yeah but in a still in a
memorable way yes and those
are the only two price

comparisons I don't know
yeah because that's those two
things yeah yeah and that's
why you remember it but you
can't remember anything else
you don't know like
money.co.uk or you know
confused.com these are all
like comparisons oh yeah
yeah I remember that one but
it doesn't it doesn't have to be
like oh yeah I've seen an ad
for that somewhere but there
was nothing about that that
stood out yeah and take go
compare yeah so um go
compare there go compare
their TV ad um it was

remembered but remembered
negatively and what I mean
by that is it's annoying it's a
little bit irritating but it makes
you remember it so there's
another fact um so 20 million
is spend no I like 20 billion is
spent every single year on
Advertising 89 of that is never
remembered at all I think it's
four percent is remembered
positively and seven percent
or something is remembered
negatively but as long as it's
remembered so with 89 if you
take I don't know the mass I'm
not very good at off the top of
my head but 89 of 20 billion

is a lot of money that is being
wasted every single year on
Advertising by
advertising and marketing
that's just never remembered
at all and I think it's because
89 of people are stupid they
don't know how to Market
people so it's a lot of money
to be wasted and I guess when
I started to build my own
agency out I needed to go and
find those people that weren't
stupid if 89 of people were
stupid in marketing because
they didn't know how to
create an advert that get
remembered there's a very

very small pool of people that knew how to do that so yeah I I guess when I decided to start me a marketing agency that's what I focus on how do I create how do I get those people to create advertising that's remembered this purple cow concept so how are you doing that for something like Ladbrokes like what though or like car insurance and stuff like are you trying to because something like the go compare man yeah is a bit of a gimmick but like yes in a way that works but no one else has really succeeded with

by copying that kind of thing
similarly no one else is trying
to do the meerkat things
they're like how how do you
even begin to make
Ladbrokes interesting or yeah
some random character it's
interesting Ladbrokes is a
difficult one mostly because I
guess the best brand that can
compare it to is like Paddy
Power it's like Paddy Power
they do really well with that
sort of thing I guess they're
kind of like they go compare
of the world you know in
terms of they do advertising
stunts that are comical that

people share but it's mostly
around for Ladbrokes
consistency so there's a thing
called a mental availability
and there's physical
availability so I guess when
you walk down the street in
London and you see a
Ladbrokes store that's
physical availability they're
available for everywhere yeah
yeah they're everywhere but
then when it comes to mental
availability it's like how do
we make sure that if I say
gambling you think that
Brooks yeah or if I say car
insurance you think go

compare so mental
availability is the thing that
marked is really a tapping into
and so with lab rugs it's
mostly around consistency
you need to make sure
that whenever people are
looking at sports content
whether it's you know horse
riding football rugby
whatever it is Ladbrokes
appear whether it's tick tock
content YouTube YouTube
ads and PR you know where
maybe you're researching of
how to place a bet because
you've never placed a bet
before you know touching

users at all different types of the journey so yeah it's all around how do you appear when people are looking to make a bet and people are not just you know making a bet all the time they might be just scrolling through sport content so it's all around consistency of appearing yeah that makes sense so that's why you would see like Ladbrokes and Betfair and Bet365 ads on the football billboardy type things around the pitch yeah because they just want to be like associate that thing with

sports exactly it like if I think
of Razer Brands I think of
Gillette yeah I know that
Wilkinson Sword exists but
like I'm never gonna buy it
like it's just like obviously
Gillette is like the good one
even though and then you get
ads like uh Dollar Shave Club
yeah that would be like hey
just one blade that's all you
need they would then use that
to counter the huge advantage
that Gillette have yeah here's
something for you yeah I saw
her actually the day brand is
very very interesting so a lot
of people think brand is that

thing you invest in that is a bit fluffy it's hard to track and it's hard

to measure however this is why brand is really important so say if you walked into Starbucks and there is um two sets of people in Starbucks sat you know working at their at their laptops there's somebody on like a Windows laptop and there's somebody on a Mac if you ask someone what do you think he's working on on the Mac more than likely say oh he's create a movie or he's created a you know a film or a piece of music or something

like that what do you think
he's working on on the on the
on the screen yeah especially
it's fine boring here that's why
brand is important because
what they do is associate that
person with a job for an
example and straight away
you it's
an identity so you buy the
identity So when you buy a
Macbook it's because you
want to be seen as a creative
so you're you know same with
why you buy Gucci or Chanel
or whatever you want to be
associated with those words
then that's why Brian is really

important this episode is very
kindly brought to you by
wework now this is
particularly exciting for me
because I have been a full
paying customer of weWork
for the last two years now I
discovered it during you
know when the pandemic was
in the on the verge of being
lifted and I spent like the
whole year just sort of sitting
in my room making YouTube
videos but then I discovered
weWork and I was a member
me and Angus my
team members we were
members of the weWork in

Cambridge and they have like hundreds of other locations worldwide as well and it was incredible because we had this fantastic beautifully designed office space to go to to work and we found ourselves like every day just at nine o'clock in the morning just going to wework because it was a way nicer experience working from the co-working space than it was just sitting at home working these days what me and everyone in my team has is the all access pass which means you're not tied to a specific wework location

but it means you can use any of their several hundred co-working spaces around London around the UK and also around the world and one of the things I really love about the co-working setup is that it's fantastic as a bit of a change of scenery so these days I work from home I've got the studio at home but if I need to get some focused writing work done and I've been I'm feeling a bit drained just sitting at my desk all day I'll just pop over to the local wework which is about a 10

minute walk from where I am

I'll take my laptop with me
I've got some free coffee from
there I'll get a few snacks and
it's just such a great Vibe and
you get to meet cool people

I've made a few friends
through meeting them at
wework and it's just really
nice being an environment
almost like a library but kind
of nicer because there's like a
little bit of soft music
in the background and there's
other kind of startup Bros and
creators and stuff in in there
as well and it's just my
absolute favorite co-working

space of all time it's super easy to book a desk or book a conference room using the app and it's a great place to meet up with team members if you're going to collaborate and you'll live in different places they've got unlimited tea and coffee and herbal teas and drinks on tap and they've got soundproof booths in which they take Zoom calls and meetings anyway if you're looking for a co-working space for you or your team that I'd 100 recommend we work like I said I've been a pain customer for theirs for

the last two years which is why it's particularly exciting that they're now sponsoring this episode and if you want to get 50 off your first booking then do head over to [we.com](https://www.wework.com) forward slash Ali and you can use the coupon code Ali at checkout Ali to get 50 off your first booking so thank you so much wework for sponsoring this episode so you're working at this Agency for seven years you're learning a lot of stuff along the way yes trying to make these kind of somewhat boring clients or accounts and

fun in a nice way yeah okay
so then what happens next
how do you decide that you
want to do your own thing so
um a couple of things
happened so I was
progressing quite fast I was
one of the top performers in
the team

really really loved it like
really really happy um but
what I ended up starting to do
is getting some I I actually um
ran a campaign once that went
viral um and it kind of put my
name on on the radar across
the marketing industry so
much that I had money

Supermarket One Day ring up the agency to say they wanted to work with us the agency that worked at and they want the ginger hair girl on the account so it kind of made me famous a little bit but what that ended up resulting in is I had a lot of freelance offers so people was like oh do you want to do some work on the side and I'm like yeah how does it work on the side so I started to do some work on the sides for a couple of Brands and there was nothing kind of too crazy just like you know bits

and Bobs here and there but I ended up starting to earn more money doing that than freelance so you remember will who I mentioned um he was ended up becoming one of my best friends and I basically said to Will hey I'm getting that much freelance work two and a half it with me you get half I got half and we'll work on this together and earn some side money and it paid for things like holidays a nice handbags you know it was just kind of like a a side hustle I guess um but what I realized is I was very

very good at what I did and I was becoming a lot more in demand um but what I also saw at the time so the agency that was currently at branded three they actually sold so they sold to a bigger company called edit we got merged in and then some of the competitor agencies in the industry also got sold and merged in and essentially there was not really a leader anymore there was not really anybody that led the market because Brandy three was the most famous but they'd sold and

people started to leave so I
saw a massive Gap in the
market and that's when I
started to think maybe I could
start filling that um I didn't
know where to start with that
yet though it was just a I
spotted the opportunity I don't
know where to go next funny
enough um I was in work one
day and will said to me Carrie
you know I was still the same
kid you know like I was at
school like

chatting and giggling or
something he said you should
get on TV you should apply
for something like big brother

or The Apprentice so one night I went home and I had a few glasses of wine with my friends and basically I applied for The Apprentice um and I didn't think anything of it I actually forgot about it I went to bed and then the next morning I woke up to an email from The Apprentice saying thank you for your application we'd actually like you to to push you through um to the first round you need to come to London on Monday and I was like whoa I was like what happens what do I do what do I wear I don't

go shopping I said what do I need and they said you need to create a business plan like rapid so I had like two days to create a business plan so obviously I already already kind of knew what I did I was like use what I'm good at second thing is I spotted a gap in the market let's expand on that what is the opportunity for me um and then I started to think about products and that price and you know what I've learned I guess if I'm building you know seven years of my career so I started putting a business plan

together and one of the
directors at the agency I
worked at Brandon three he
was very kind of like good
friends with me and he's very
supportive of me like often
like giving me good like life
advice and career advice so I
ended up messaging him
saying I've got a bit of a secret
I've applied
for the apprentice and I've got
through to the first round it's
nothing serious yet because
by the way 40 000 people
applied that year so it's a lot
of people so I had no idea
where it was going to go so I

just said can you help me put this business plan together so he said yeah sure and he sent me a few notes and he said right what have you done so far and I sent it over and we built it out basically I went down to the interview and I'll not go through everything because it's it's very very long story because it was multiple rounds and it was very in-depth and tiring and but it was very very interesting but there was one point where so I remember going down to the audition and we there was lines

and lines of thousands of people and what they did is they put you into categories of 20 people they put you in a room they lined you up and they basically said one person out of 20 is going through that door and they're 19 others are going through that door and it's up to you guys who goes through it was brutal extremely brutal so I remember they put me in this group of 20 people and they put you in a room and you spent about half an hour in the room before you went into another room to actually do

like whatever was in that
room no one knew what was
in that room so I was listening
to conversations and people
saying oh I had a really
business and I was like I don't
want a business like and
someone

was like oh yeah I'm already
making millions and I'm like
oh like I didn't do any of this
year I didn't make millions yet

I've just got an idea so we
gotta put into this room and
they lined us up all 20 of us
and on the floor we all had a
number but there was all
mismatch so it might be like

one 11 13 21 you know that
sort of thing um and I had
number nine and they
basically said right number
three can you step forward
you've got um I think it was
15 seconds to say why you
should go through that door
so people like uh well I saved
a life and I've done this and
I've made money and there's
the right step back whoa this
is bro you didn't have long at
all to prove why you should
go for that door that
number 11. so number 11 step
forward and then number 19
and then I remember I was

like maybe like the fifth
person that they said and they
said right number six no one
step forward I was like
looking I was like where's
number six and I looked and I
had number six but because I
I actually have number four I
had number nine because it
was upside down it looked
like a nine so straight away
people started laughing and I
was like oh no and I went
bright red because I was
embarrassed then because I
was like Oh I thought I was
number nine and then anyway
so I was like this is where I

started to get under pressure
and I know I work well in
pressure and I stood forward I
can't even remember
what I said but I nailed it and
then okay step back I think I
kind of I don't know I made
myself into a I thought to
myself if I'm in that room I
need to stand out personality
wise than anything else my
business idea is good enough
and I'll figure that out later on
but the thing I need to do is
stand out and I went in there
and kind of really showed my
personality I didn't even blag I
didn't need to sit and talk

about my success I just went
in and went in with my
personality and a long story
short I went for all of the 20
people and they said right
number six can you step
forward and I stepped forward
they went you're going
through that door everyone
else goes home and what
happens is I went through
the door and you're in a lift
and you go up the lift and you
hit the seven floors in this
another seven like second
round third round and there
was seven oh it was pretty
well so I got through to the

final round got invited back
we did TV you know the intro
to camera like hi I'm Carrie
dude I did all of that and then
met the financial team went
through my business plan and
they actually told me to go get
private investment so this was
like wow so I was still at
Brandy three and I didn't tell
anybody I only told the
director and he kept it quiet
he was like good friend so he
kept it like quiet as a secret so
I went back and I said I
haven't got on the show but
they've told me to go get
private investment and

somebody
who had followed the process
of The Apprentice basically
offered me um some money
not massive money and but
enough money to go and start
so I basically said that's it
that's the smart that's my door
open step through it and I did
and I went from there sick
yeah that's so cool um okay so
um you present the business
plan to these Apprentice guys
they say you should get
private investment yes why
do you need investment why
not bootstrap and just go
profitable from day one kind

of yeah I could have done um
I guess the investment what it
gave me is the confidence um
to go and figure it out because
if it didn't work no matter like
I don't need to like yeah they
owned a certain percentage of
the company a small
percentage but I didn't need to
pay that back um in that way
and so I guess it was more of
like okay if I could get a bit of
a buffer a bit of a pillow to
land on if things don't go okay
then that's absolutely fine so it
gave me the confidence that I
had a bit of money in the bank
don't look back and I think a

lot of business owners when
they launched they're
constantly looking back at
their bank account can I
afford this kind of I didn't
look once something fun fact
I shouldn't really admit but I
didn't look at the bank
account once for the first year
I didn't even know my login
yeah um but that was a good
thing because I didn't look at
whether I could afford it or
not which is
crazy like crazy statement to
make but what I did is I had
my face forward and I was
like constant like I can do

anything I can achieve it you
know I don't need anything
I've got money behind me I'll
be fine and it weren't a big
amount of money by the way
to a point where um we ended
up giving it back and saying I
don't need it so we did that
about three months in oh okay
yeah um so yeah we ended up
being profitable from day one
but what it gave me is
confidence and I do think that
is a very hard thing to get
when you're starting a
business is that absolute
confidence not to look back
what did your um so when

you were working at the at the
agencies what sort of salaries
were you getting and how did
that

change over time over the
seven years my salaries yeah
um I guess I started you know
minimum 16 Grand

something like that a year um
and I went I can't remember
what highest I went I
remember at 35 Grand okay

so that's the maximum I
earned at that time um and

that was when your
freelancing company you're
like oh hang on like I'm
making one 3K a month for

freelance yeah so that's cool
yeah literally um so yeah I
was earning more money then
and I thought you know what
I can go and start my own
business and probably earn
money a lot faster yeah so I
guess it was a it was a way for
me to be My Own Boss um I
was I was also quite not for
sure I won't say frustrated but
I

was like there's a lot of things
that I would have changed in
that business at the time at
Brandon three like I was like
oh what about this you know
and you get to know a lot and

you're like well I would if I
don't you you know if I was
the CEO running this
company or the director or
whatever I'd be doing this I'd
be doing that so often I was I
had ideas to improve the
business that didn't you know
I was a nobody really so I
guess I thought well if I go
and start my own agency in
own business I can just roll it
out and no one tells me no so
yeah I was I was a bit like that
what was the business plan
like at the time what was the I
wanted to start a search
agency which both drove

demand for Brands but also captured it off the back of it so I'll tell you a story of how I come up with that concept so it was 2000 I think it was 2018 or 2019 it was the year of the John Lewis Christmas ad where Elton John featured in it essentially um I was tracking the John Lewis Christmas ad I didn't work on the ad but I was tracking it because I wanted to know how people behaved after they saw the Christmas ad because I was like I was obsessed with it how do people behave when it comes

to search on social behaving
buying all that sort of thing so
essentially Elton John on the
TV ad I think they spent
about 10 mil what year on the
ad and Elton John was
playing the piano he was a
little kid and he you know
turned

into the artist he was with
thousands of fans screaming
in the audience and one of the
things John Lewis didn't
realize which I was tracking is
searches straight after that
advert got released for pianos
went up from 250 000 a
month to 500 000 a month

they doubled it actually went a little bit higher it's about 181 increase so John Lewis was spending all this money on a TV ad to try make sales of John Lewis products but what they was actually doing is driving demand for pianos that's why I typed in piano I searched piano as well then I was like damn I wouldn't get better at the piano so I typed in pianos in Google to see if John Lewis come up because that would be clever you know it's

been doing the TV ad generating demand for pianos

and then selling them at the back end John Lewis were nowhere to be seen so people was generated these brand was generated in search demand and not even captured on the other side so I just knew there's a massive Gap where actually someone an agency could work in the brand PR advertising whatever generating demand for products but we could also do SEO and content to capture that demand as well so essentially that was the business plan I'm going to create an agency which took

so there's two sides of
advertising really there's
creative advertising
traditional advertising and
then there's digital
performance and they don't
really

sit close together they're quite
separate and at the time four
years years ago I was like
wait what if I put those two
together what if I hired 10
people from advertising 10
people from search and digital
and put them into a business I
wonder what happens and so I
did and it made magic how
many people did you need to

get it off the ground um there was two of us okay so a fun story um you know the director who I got to write the business plan I texted him and said do you want to come with me he's like what he um he actually just found out his wife was pregnant massive risk for him um and he I I need the money this guy was a director he's on six figure salary already and I wouldn't so I was like

well you know I I was a lot more free and risk you know risk real and all that sort of thing whereas he had a lot to

lose so at first he turned me down and declined it um and then two weeks later he actually called me back up and said that offered does it still stand Let's Do It um there was a few reasons why I decided to change my mind I think it was like changing the market you know probably a few late night conversations with himself like motivating can he do it can he not um so yeah he decided to join um and we launched the business within two weeks um of starting basically creating the business plan and then

launched it to the market
basically how did you launch
it um at the time and
we did a big post on social
media that so obviously he
was a director at the agency
and I was just you know a
normal creative person and
the fact that we had joined
together after um they merged
and sold it was a bit of like a
well who's what's next it was
like somebody needed some
new news to the market if that
makes sense there was not a
leader anymore so somebody
needed to just dropped it in
the way so we basically did

like a social media strategy
where we did this big
announcement on social
media that me and him had
joined forces to create an
agency that no one's actually
done before brought
advertising together and
searched together um another
thing we did it was only it
was actually
on the day so this is very very
ballsy so the agency that we
worked at brander 3 they
owned an event called search
leads and it was basically like
a conference so every year
they have people stood on

stage teaching people how to do SEO and content so that year was um I think myself and my co-founder was talking on stage that day well when they heard that we was leaving to start our own agency we thought they would take us off the lineup because obviously there was like wait this is kind of a competitor you know we can't have them speaking on at our conference but the CEO was like you know they're only a small agency two of you um so I think it's fine we'll still have them talk but we saw

that as
an opportunity so Stephen
was the my co-founder he was
the first person to open the
conference and usually we
opened the conference with
her hi welcome to search
leads you know this is Brenda
3's conference blah blah we
opened it with so my business
called Riser seven and he
opened it with a rise at seven
logo hmm and that's yeah
very ballsy I was not ready
for that that was not my idea
um but it was the best thing
we did it was very ballsy or
probably lost a few friends

out of that through the last job
and I remember him saying
that he was going to do that
and I was like oh really I
thought oh I'm nervous I was
petrified I remember I was
like in the audience because I
knew I had to talk later on in
the

day and I was like really
you're gonna do that he was
like you know Purple Cow
you're gonna have to stand
that out you gotta take risks
sometimes and so yeah he
stood on that stage and he
introduced Ryan's at seven
and it was a very very ballsy

move and but what that meant
was we got 4 000 people
followers overnight on
Twitter because people was in
the audience this conference
bear in mind was a few
thousand people big and
people said oh my god really
ballsy move and what it
showed is we were ready to
disrupt and that's what the
market needed at the time so I
think we had to do that we
had to do something big nice
okay that's cool so you
launched this thing within
within
two weeks of making the

business plan yes and like presumably you start getting clients from day one yeah we got a couple of clients and these are very small clients that probably no one's ever heard of so he was working with like a small safety training company and and like an exam paper company that did like exam training and things like that so it was very small um not really enough to cover both of our salaries he had to take a massive pay cut I actually got pay rise which is funny because obviously I was only on 35 Grand so I got

a little bit of a rise and
because I was paying myself
you know a bit more but it
only just covered our salaries
um but then we had a bit of an
opportunity so
essentially we I got in
following the announcement I
got invited to speak at another
conference and because they
was interested in how how do
we bring SEO and you know
brand and advertising together
in those ways in PR so I got
invited to speak on stage and
because of all the noise about
us on social media which
literally was organic because

we did a bit of balls in
marketing um thousands of
people turned up literally
somebody took a picture like
Carrie have you seen like the
room you're about to talk in
house like backstage there
was like there's people
queuing out the door sitting
on the floor I was like oh my
God and I was like well I best
go in there and nail this then
and usually
it is people marketers it's not
really my audience that
they're not going to buy from
us they're there to learn so I
didn't really think about the

opportunities that could come out of that well I stood on stage did a really good talk for about 40 minutes um and I got very lucky again because in that audience was the head of digital a misguided and that's the first client real big client the brand first brand we won so what happened was I did I did the presentation and I got I come off stage to an email in my inbox and it was the head of digital misguided and he said hi I've just heard you talk and I thought he's brilliant I haven't seen a tour like that for a long time I

haven't really seen anyone
think about it in the
way that you guys are
thinking
about it can you come to our
office
on Monday and we want you
to
pitch for us so we've actually
already chosen agency to do
Global Marketing for
misguided
but you guys seem a bit of a
wow
card I was like whoa I
misguided
I've never done fashion you
know

my most of my career I did
car
insurance and gambling and
things
like that like but I was like if I
can
gamble if I can Market
gambling I
can Market anything so um
what I
did is I called up um will who
worked at Brandon three and
a
couple of other friends and I
said I
need you to come to a
meeting
with me on Monday and

pretend to
be my staff and they was like
okay
I'm in and I said I need to
look
bigger than I am because right
now
I'm only two people me and
my cofounder
but I need to look like I've
got staff that could be able to
take
on a client like this so we
went to
the pitch and admittedly I was
very
transparent and said these
people

don't work for me but I said
um but
if you if we win this account
I'll
hire them tomorrow and we
won it
we won the global account
there
and then on the spot and that
changed everything for us so
we
actually got featured in like
um
prolific North which is like a
marketing publication that
you
know rise at seven of just one
misguided like a two-person

agency how the hell have they
done that and within 24 hours

we

got we got a call from pretty
little

thing and the boohoo group
the full

group and said like get rid of
misguided and we'll offer you
dubbing them out of money

we had

PlayStation and all these

Brands

get in touch with us literally
within

weeks um but we actually
declined

the boohoo offer um because

we're
loyal you know to misguided
it
was our food we didn't want
to let
them down you know blah
blah so
we stayed working with them
for a
year and then we decided to
go for
PLT after a year but um yeah
from
that moment we had maybe
65

Brands get in touch with us
everything from made.com
Halfords Odeon Cinemas it

just
flew it was the fastest Pace
like
growth that I've ever seen so
we
went from two people we
hired
like seven then we went to 25
and
then we got to 100 literally
within
like seven months or so it was
crazy and that was during
pandemic or pandemic so we
obviously June 2019 is when
we
launched so when pandemic
hit

went like January March of
twenty
yeah I remember hearing
noise
about in January thinking it
was a
you know flu or something
and
then March is when it got
serious
so we had about six months I
guess
of normality normal you
know
running a business of normal
life
and then I remember when the
pandemic hit I remember

calling
my mum because we was
going we
was doing really well um and
I
remember calling my mum
saying
mum I think I'm going to lose
effort or not overnight and she
was
like it's okay and I was like do
I
take my because I was hiring
at the
time because I just won all
this
work loads of clients I was
like do

I take the job ads down not
higher
like and I remember my
business
part was like no we're not
taking it
down we look forward we
don't
look back we never have done
keep going and we just grew
we
just grew rapidly during the
pandemic and I think when
when
the pandemic hit I think we
had
about 17 staff and we went
from

that to 70. literally within a
few
months what was it that
helped you
win that initial misguided
pitch and
how does that work when
they say
pitch for us are you trying to
like
put on a slideshow or
something
and be like hey this is why
you
should hire us yeah okay um
so
typically what happens is um
they

invite agencies in so maybe
say
five they'll invite five
agencies in
and you have to show why
why
you but it's less about you but
more
about what ideas you have for
them so you have to give
away a
lot for free it might be ideas
strategies you have to do a bit
of
analysis into what are they
doing
right what are they doing
wrong so

we basically put a bit of a
deck
together of if we was running
misguided marketing strategy
this
is what we would do and it
basically they was like yeah
you've
hit the nail on the head so
often we
have to come up with a PR
idea
social ideas and strategies of
how
we can convert customers
better
than they are currently and
things

like that so usually you have
an
hour to pitch um I think we
went in
for about an hour an hour and
a
half and then we walked away
and
we got an email saying we
won it
okay changing gear slightly
um so
we've we've got 70 people in
the
team so far at the moment
let's say
uh as a bit of a thought
experiment

you were allowed to clone
like
three of them oh a million
times
over and you're like like if
you
think of the people that I like I
would clone you in a
heartbeat add
to my business what are the
what
are the characteristics of those
like
clonable top performers oh
um and
I guess I'm asking for
someone
listening to this is like you

know if
they're in a job and they want
to
kind of stand out or drawing a
new
job or anything like that like
what
are the things that someone
like
you would be looking for as a
business owner tenacity
tenacity is
that the word where you push
through I think there's not
enough
people in businesses that just
keep
pushing like even if you get a

pushback no you can't do that
or
you know it's going to take
time go
no we'll figure out another
way and
I think those are the people in
my
business that I go yes I'm so
glad
I've got you because I think
people
who don't take no for an
answer or
don't take pushbacks for an
answer
are the ones that succeed 100
so I

think tenacity um the second
thing
that I would do is clone
anybody
that is super curious so one of
the
things I do I test people in job
interviews and I go have you
got
any questions and if they go
no I
don't think I have they don't
get the
job anybody that wants to be
successful or is you know
going to
be good at their job are
curious

they're going to have a million
questions and I want a million
questions I want them to ask
me

Carrie what do you do day to
day

or how much money do you
make

or you know um what are the
problems in the business or
what's

the first thing you would like
me to

do or whatever it is people
who ask

questions they're the ones that
succeed the most and they're
the

ones that do well in things
like
pitches if they're asking their
clients questions all the time
tell
me about this tell me about
that
how do I know about this like
like
how do I learn as much as
possible
about you and your company
they're the ones that succeed
so I
think those are the two things
that I
mainly focus on is tenacity
and

curiosity um and then lastly I
think
it's just enthusiasm I think
people
that are just every day
positive
about their job and I think
obviously we're not all
positive
you know I go through days
of
negativity and feeling no I
don't
want to really go to work
today
whatever it is but I think if
you
have a positive outlook

mostly on
life I think you can change the
perception of most most
things
basically can you think of
many
people that you have that have
those category those
characteristics
but you would still say are
underperforming like is there
a
because we've we've talked
about
kind of like personality traits
tenacity curiosity and
enthusiasm
yeah is there like a kind of

tangible
performance element as well
that's
Decor related from those
things or
do you find that it kind of
tends to
go together tends to go
together I
think there's a couple of
things that
I noticed repeatedly in those
people
that they need to improve on
usually those people aren't
very
good at um delegating work
they're

like protective over I can do
this I
can do that you know they
they
force through things and I
guess
they're not very good at
delegating
work down and working as a
team
and things like that but overall
they're usually the high
performers
I call them the A players
everyone
has like businesses have a
plays
and B players and I'll not list

who
they are today or anything
like that
I have many a players and one
of
the things that I always say is
if
you a good business is based
off
how many a players they're
having
a business so if you have 30
people
in your company and um 15
of
them are a players you've got
very
good company I think people

usually have what two three a
players um and it's really hard
to

get them by the way um but
yeah I

I try to aim as many as
possible

and can you tell in an
interview

that someone's going to be an
a

player or is it like within a
couple

of months of seeing them like
when when do you find out
usually

I can tell in an interview and
it's

usually those three traits I just
mentioned and I usually ask
them
when was the last time you
pushed
through something to that
show
tenacity like you didn't take
note
you didn't give up um have
you got
any questions curiosity um
and
then enthusiasm I just asked
them
tell me something that you've
done
recently and just see how

enthusiastic they tell and you
go
you just know that they are
going
to be your a players and you
find
that that prediction holds true
when
when you see them in real life
yes
it does the only thing is a
players
don't usually stick around
because
they become entrepreneurs
they
usually go and start their own
businesses and that's what

happened with me I had a lot
of
people leave and go start
businesses which I'm very
proud of
I'm like wow like I hired 100
overall I've hired 140 people
in last
three years and so many of
them
have gone to start their own
businesses and I'm proud of
that
because I remember thinking
like I
want my people to work here
and
go and work for Netflix or

Disney
or you know amazing brands
or go
start their own businesses and
I'll
be very very proud and that's
my
success metric if I can go and
create that so yeah the fat
people
have gone and started their
own
businesses is a good thing but
it did
mean that I had to constantly
replace people because they
they
come they learn and then they

move on and go start their
own
thing and so yeah a play is a
very
very valuable but they're very
hard
to keep um we were talking
before
around um kind of
downsizing the
business yes how was that for
you
when you had to let people go
really hard um I build this
business
I'll run this business with my
heart
um I was often quite jealous

of my
co-founder um because I felt
he ran
the business through money
in
commercial he looked at the
business with numbers above
people's heads and he
admitted that
and I think I used to think that
was
a superpower whereas I ran
the
business through relationships
in
my heart and I love people
um and
I found it really hard to let

people
go or say sorry there's not a
job
anymore whatever it is um I
remember the first person I
ever let
go and I cried and I think God
I'm
almost like a mess right now
and I
was like sorry you know we're
gonna have to let you go and
they
probably hate me now but I
was
like it was very difficult for
me um
I felt like I was letting people

down
yep um so yeah it was
difficult but
I think now it's very similar to
my
early learnings when I got
made
with London it's just business
and
I've learned to try teach them
it's
not personal you're not bad at
your
job you're not you know and I
often try recommend people
and go
right I can't keep you but I've
got

you an interview tomorrow
morning at you know 9 A.M
get
ready you'll get job and I'm
really
I'm really grateful and proud
that
there's a lot of instances
where I've
got people in jobs straight
well I
have mostly people work at
right 7
we're a really good agency so
a lot
of people get jobs real fast
and but
yeah it was not an easy thing

for
me to go through again for for
the
benefit of people listening so
the
people that you've had to let
go not
because of redundancy but
because
of performance yeah what
have
been some of the
characteristics of
those sorts of people like
things
that people should not do
when
they're in their next job or in

their
current job um people haven't
when they haven't performed
well
they haven't spoken up and
being
honest I think if these if they
said
I'm really struggling with this
can
you teach me how to do it or
better
or whatever I've missed you
know
how to do that and sometimes
it is
not just it's not their fault it
could

be our fault it's like oh we
didn't
train them on that I thought
we had
you know so um I think
speaking
up and being honest and I
think a
lot of people leave it too late
and
they're being let go and
they're like
oh I wish I stepped you know
said
something and I wish you said
something too and if they
were
struggling with certain roles

so I
think yeah don't be afraid to
step
up and share your weakness
and
what you're not good at um
another
thing I would say is failing to
keep
trying I think when you do get
a
push back maybe a campaign
hasn't worked or you know
you
haven't got the results that you
want it's quite easy that
people give
up and I think yeah that's

often like
a quite a bad trait where
you're like
you're gonna get a lot of
pushbacks
in business you're gonna get
you're
gonna run campaigns that
aren't
gonna work but you just gotta
keep
trying and learn from those
failures
so make sure that you do a
review
of right this didn't work out
but this
is what I learned and I'm

going to
apply to my next kind of you
know
campaign whatever it is so
yeah I
think they're the two common
most
common reasons I guess yeah
yeah
I think I can really relate to
the the
first one you said around like
well
where people want to almost
feel
as if they're covering up yes
things
because they feel like oh I

don't
want to stick my head up as
being
the underperformer yeah and
they
probably probably don't
realize that
like you're probably thinking
already as a business owner
and
then if only they spoke up you
would know okay cool there's
an
explanation we can solve this
blah
blah blah yeah rather
than
steering on it for two months

and
then being like all right this
person
has to go 100 yeah we've had
a we
put out like a q a thing um for
the
podcast a little while ago a
question that often came up
was
um advice for women
specifically
in in the workplace like do
you see
any patterns of like you know
to
like you know what women
are

like versus what men are like
and
what yeah both parties I guess
can
do differently or quite better
yes
this is quite I don't know
whether
people are going to like
hearing
this or controversial so um
let's talk
about the pay Gap um a lot of
people say women are paid
less
than men I actually observe
how
people behave or women

behave
versus men behave and men
are
more likely to ask for a pay
rise
because they're more
confident to
ask for more money women
naturally have a maternal
Instinct
so they're often open to doing
things for free because it's a
maternal Instinct I'll look after
you
I'll do that don't worry about it
without asking for more pay
men a
lot of men not like generic but

a lot
of men would not do that for
free
so they're more likely to go
yeah
I'll do that but you can pay me
more money to do it whereas
women are less likely to go
yeah
I'll do that don't worry about it
so I
do think there are certain
traits in
men or women that men mean
that
men do get more money than
women so I guess one thing
that I

like to do is tell women about
that
if you can make them aware
of it
by the way you know that guy
over
there he wouldn't have done
that
for free he would have said
you
can pay me another 50 Quid
or
whatever if I can let women
know
that then like oh I didn't
realize
someone else would ask for
money

for that like I'm happy to do it
for
free and I'm like no no so
you've
got to set those examples so
you do
see traits in different kind of
genders and obviously I'm a
woman myself and I can see
you
know I do know it exists I've
seen
the data of you know gender
pay
gaps and things like that but I
do
see also the traits that I see in
women and men and how

men are
more confident to go wait you
want more from me yeah you
can
pay me more money um is
there
anything else that comes to
mind
around women versus men in
this
in any of these kind of
workplace
you regards yeah so this is
something a little bit different
this
is more around like leadership
so I
have a coach um and such a

female
coach and she basically
coaches
me about how to be a good
leader
good manager and all that sort
of
thing and the wheels chatting
one
night and that's she's got
Nicole
and I said Nicole um how
many
how many times you've done
this
how many people do you
coach
you said carry out I've

coached like
over 100 people I says what
do
they vary should CEOs
business
owners billionaires
multimillionaires
that sort of thing she
says like that's typically what
I go
for so what's the gender split
between 50 50 to be fair I
don't just
look after women I look after
men
as well and what typically do
you
see in women versus men and

she
said this thing she said
women are
often struggle with their
confidence in feeling like they
deserve a place at the table
imposter syndrome they don't
feel
good enough they're all
always
trying to prove themselves
she says
that is what women leaders
struggle with men they really
struggle building relationships
with
their business with their
people

with their propositions they
don't
really you know have a a a
heartly
relationship with what they do
and
what they sell every day and
they
see it was a commercial kind
of
transaction it says that's
usually
what people come to me for
when
it comes to coaching and I
found
that really interesting because
I

saw myself in that you know
the
Imposter syndrome not
feeling
good enough proving myself
all
that sort of thing but I also
saw my
business partner in that
because my
business partner and he's
actually
left the company now and I
went
for a management buyout in
November and but one of the
things he really struggled with
is

building a relationship with
the
business he just saw it as a
commercial you know
transaction
that's what he saw it as and
sometimes I envy that
because I
think if I didn't have that you
know
relationship with the business
like I
do like it's driven with my
heart I
won't get so upset when
someone
leaves or whatever or go for a
bad

day um so yeah that's
something
that I've seen two different
genders
in that way for leadership so
you've
you've gone from kind of
growing
up on a council estate to
having a
you know uh being the owner
of a
seven million business which
seems to be a pound which
seems
to be continuing to grow yeah
how
is your relationship with

money
changed over time um I still
don't
pay myself enough and what
I'll
say about like I say I'm on a
good
salary I ain't good money I
like go
on nice holidays like I've been
on
holiday I've got time like I do
nice
things but I still don't take
money
out the company and my
boyfriend
actually the other day I was

saying
oh and we're flying to Vegas
in a
couple of months and I've got
a
conference I'm talking at and
I've
asked him John to come with
me
and he's like yeah I'll come
with
you and we'll go you know to
Vegas whatever and I was
like oh
I'm probably gonna have to
I'll pay
for your flights though
because I

don't want to put it through
the
business it's like why are you
own
the business why don't you
just put
it for the business and I'm like
uh
it's like I feel cheeky it's like
who
do you feel cheek do you own
it oh
yeah I think my relationship
with
money feels as if it's not mine
still
which is really weird it's like
I'm

working for somebody else
but I'm
also I've always been good
with
money I'm never I'm not like
the
type of person to get into
debts or
anything like that I always
work
hard to you know pay what I
need
um so I guess my relationship
with
money is that I thought
money
would make me happier I
thought

money would you know it
gives
me the freedom to do what I
want
like the fact I can travel the
world
and you know I'm looking at
buying it you know upgrading
my
house I'm that's I'm doing all
these
kind of Life upgrades at the
minute
um but I don't think it's
necessarily
changed my perception about
the
world or anything like that I

don't
necessarily feel any different I
guess yeah and I guess like
the way
you value business money is
very
different to the way you value
your
own money oh yeah 100 um I
remember so in our first year
we
set ourselves a kpi so 90 of
businesses fail in their first
year
and I worked to make sure we
weren't one of them and I
guess we
gave ourselves the kpi to

make 300
Grand in our first year
because 300
Grand Revenue okay um 300
Grand revenue is we're
making
money um and it covered um
what
I forecasted head-wise like
stuff
wise to make a little bit of
profit
and it was enough to You
Know
cover some salary or
whatever but
not not enough really to grow
and I

remember it was maybe like
three
months in after launching we
made
300 Grand and I was like and
then
I said to the team if you make
600
Grand then maybe we'll look
at
bonuses or something like
that and
I said if you make a million
I'll
take you all on holiday
because I
didn't think we'd make a
million

we made 1.5 in our first year
and
that was crazy but I didn't
really
understand the concept of
how
easy it was to make money
that's a
very weird statement to make
and a
very outstatement to make but
that
money is easy to make and I
do
think it is now I know I know
it's
easy to make money but the
hardest thing is running the

actual
business that's a hard thing
and
running people and managing
people um but yeah I I didn't
realize how possible it was
but
what I saw it as all the time is
if I
could make money I can
reinvest
in the business and keep
growing
and keep growing so I've
never
taken any big sums you know
when people take money out
of the

business and buy these little
nice
cars I've never done any of
that I've
reinvested back in and grown
um
so yeah yeah one of the things
I
really know so I was in um
Miami
these last two days for this
marketing mastermindy type
thing
oh yeah um around and you
know
if someone uh people like uh
Neil
Patel were there um so they're

big
SEO type people yeah people
doing like 100 million dollars
plus
in their agencies and I'm just
like
feeling really poor um but one
of
the things that was so
interesting
about hanging out with that
sort of
people doing multi-million
multi
tens of Millions with their
business
and then it just kind of
changes

your attitude towards money
and
they're just throwing out oh
yeah
you know the agent you know
hoping the agency is going to
get
acquired by private equity in
the
next two years for like 20 XE
but
uh 250 million something like
that
yeah and I'm just like what
the hell
yeah just the energy and
attitude
with which they approach

millions
and tens of millions yeah
makes
me then feel huh I guess
probably
you know but perhaps it's not
it's
not that hot yeah whereas
back in
the day when I was working
as a
junior doctor I was like oh
30k like
what a fantastic salary I was
like
top 86 of earners in the
country
you know that kind of stuff

and I
would have just not realized
yeah
anyway it's just a kind of a
different way of thinking
about
money and in a way it gives
you
permission to then sell a ten
thousand dollar product
whereas
before I'd been like oh my
God this
is so much money I can't
imagine
and just that attitude with
which
you approaching so this is a

weird
thing so we went in our
second
year from three to seven
million
and well and going from
second to
third year three to seven
million I
can't really remember that I
can't
really remember how that felt
going from free because that
seemed like a big jump it's
more
than double you know and I
don't
really remember like seeing

or like
or witnessing that and I think
like
when you get in those bigger
numbers it's it's it feels like if
you
can make 50 million you can
make
300 million because the
difference
between 50 million 300
million is
not a lot more because it's
actually
just you know just triple that
and
actually that's easy if you got
to 50

million I'm pretty sure you
can get
to 300 billion so when you
talk in
those numbers it probably
doesn't
it feels like blase but I
remember
when I were when we first hit
a
million and we actually had a
million cash in the business
which
is quite rare to have and
usually
people spend Cash Cash goes
out
the company but we actually

ended
up making enough money to
have
about a million pounds in
cash in
the bank and I opened the
bank and
I saw a million pound for the
first
time I've never seen you know
the
actual numbers I know other
than
movies like I saw a million
pound
and I was like oh and a
screenshot
is sent to my mom I was like

have
you ever seen a million pound
before and she was like no I
said
look at this and it just felt
weird for
me to see and I was like this
was
not in my personal bank
account
by the way it was right the
seven of
the business and this cash
then was
reinvested into the business to
allow it to grow and hire
people
you know get offices we've

now
expanded out to New York
and
things like that so that
allowed us
to do that um but yeah I
remember
my perception of money just
thinking like wow and I still
feel
like that to this day like
[Music]
um I think maybe it'll change
maybe I'll start to think okay I
feel
a little bit different when
you're
hitting your tens and your 20

Millions like I have friends
now in
the industry who are about to
sell
businesses for like 200
million I
might that's crazy yeah like
people
have to win lotteries to get
there
yeah whereas you've just built
an
agency I'll say just like it's
hard but
still like it's very rare um but I
think when you learn how to
make
money you realize actually it's

not
that hard to do it in you just
got to
learn how to do it um okay
yeah
that was a that was an
interview I
was listening to with uh Alex
formosi who you know does a
lot
of content and you know 100
million dollar business owner
et
cetera et cetera yeah and one
of the
questions someone asked him
was
hey man you know how do I

make
100 Grand a year doing what
I love
and he was like dude you
know if
that was me I'd spend one day
selling 100 uh selling 100
grand
for a project to a single
company
and then I think what the hell
do I
do with the rest of my 364
days of
the year yeah and that just
blew my
mind because it's just a way
of

thinking about money that's
completely different yeah and
with
it I think like people I know
who
own like 30k 40K a year yeah
are
not working any less hard
than the
people earning 40 million it's
just
they're they're in a different
industry yeah people are
earning
40 million are working hard
to sell
products to Google and
Facebook

and Microsoft exactly people
learning 40K working hard to
sell

the same thing or to like a
much

smaller business yeah and
often it's

just like who is the client that
you're working for yeah
which it

just completely changes the
multiple that we're talking
about so

I I think about this all the time
so

my friend is a nurse and she
earns

like 32 Grand and she's like

oh you
know working day and night
like
the NHS is kind of like
grinding
her and things like that and
she's
like I'm tired I'm like you do
realize if you work those
hours in
just in the tech industry you
could
be doing 200 a year she's like
I
don't do that um but I just
think it's
crazy like people make these
choices and I think you know

you
said then around like how do I
make all that money doing
something you love
sometimes
people do get jobs that they
love
but don't make the money like
nursing my friend loves to be
a
nurse he was a dream since a
child
and but she makes 32 Grand a
year
and I'm not saying that bags I
think
that's a really good salary by
the

way um like my mum's
average
salary was like 24 Grand most
of
her life like if you're earning
30 40
Grand you're ruining a more
than
average in the UK wage and I
think
people need to recognize that
because I do think there's a lot
of
like hustle and grind on
YouTube
and Instagram and Tick Tock
or
whatever where they're

making
like 200 Grand and they're 18
years
old I'm like no that is not
normal
but we're just more accessible
to it
now we just see it more and
whereas yeah a 30 40 Grand
salary
that is a good salary um
what's
your what's your end game
when it
comes to the business it's all
the
businesses I would prefer to
sell

into a business that would
give us
and my team the opportunity
to go
and work on good bigger
Brands
you know the Amazons and
the
apple and things like that and
I
would just merge into that
yeah it's
not like I plan to sell and go
and
Swan off in the Maldives I
plan to
just go and do something
bigger

and give people bigger
opportunities so I would love
to be
honest to merge with a
company
that does something the
opposite to
me so one of the things I've
always
learned in business is don't
hire
people that can do the same
thing
as you hire people that can do
things you can't because if
there's a
day where something comes
up

and you can't answer the
question
or do that thing you've got
someone next to you who can
so
what I would love to do is
partner
with another brand similar to
us
you know another agency and
go
right you can do the thing we
can't
we can do the thing you can't
let's
partner and build something
bigger
and you know I'll go and own

a
small share of a bigger pie
yeah
that's my dream that's what I
would
love to do and I'm mostly
about the
work I love the job I get
passionate
about it like the fact I can sit
in
front of a client now and go
so this
is how I can make your lives
amazing and fun and you
know
come up with marketing
strategies

that is going to blow your
mind
that excites me rather than
anything else nice so let's say
you
do you end up I don't know
either
getting private Equity bought
out
or most strategic acquisition
or
something and I don't know
let's
say they offer 200 million and
then
you've got 200 million in the
bank
and you never need to work

again
um how would you spend
your
time I'd go start another
business
yeah in the same industry or
different or probably different
I
think now that I work on a lot
of ecommerce
and Retail Brands I've
realized I can do that like I I
actually I have a lot of ideas
that I
would love to get into e-
commerce
start building up my own
retail

Brands and things like that
and so
yeah so I think I'll probably
go
down that route and probably
use
the money to invest in other
business and see it as like a
bit of a
leader and Coach them into
doing
it the good thing is now so
right
I've been running this
business for
three and a half years and
we've
grown exceptionally fast to

the
point where we're on lists now
of
the fast one of the fastest
growing
businesses and I believe now I
know exactly how to do it I
could
grow a lot faster how mad is
that I
don't need to grow any faster
because I've grown fast
anyway
but how now I know exactly
how
to do it and what how not to
do it I
could teach other people so I'd

love
to sit on other businesses and
Boards you know directors
Chiefs
whatever it is and you know I
can
show you exactly how to run
this
from P L's to operations to
processes to sales to whatever
it is
products and yeah I feel like
like
what I'm doing right now is
learning so I can take that
somewhere else one day I'm
still
only 29. um so yeah I think

the the
opportunity is endless would
16
year old Carrie have been
surprised
by that answer you've got 200
million in the bank and you'll
be
like yeah we're going to start
another business yes hello my
God
like I can't I I'm very
reflective I'm
very um grateful like I'm that
type
person like I like still to this
day
like I go home to my mum

who
still lives in a council state
like I
said look we're still in that I'm
not
yet out of that I don't
necessarily
live in a beautiful house with
you
know private land or anything
like
that that's not where I am
right now
I'm still building so I I might
be
making millions um but it's
the
business that's making really

it's
not me personally but I know
one
day I'm set up for success I
could
sell this business which I I've
already had 40 offers I I have
I
have weekly offers coming
into my
inbox of Agents other
agencies
wanted to buy us private
Equity
I've had people saying like
they
would offer us you know 20
30

million and so I've I've I'm
I'm
there that I could make that
money
well not there yet like I I
haven't
achieved my mission and you
know I think maybe hopefully
in
five years time which is crazy
because I'll only be like what
34 or
35 hopefully I will be in a
position
where I come and speak to
you and
my mum's at that counselor's
day

you know um so yeah so I'm
not
there yet um but I know that
I'm set
up now for success and if you
know if the world ended
tomorrow
if rise at seven does not exist
tomorrow because something
crazy
happens recession whatever I
now
know I can go do something
else
again I have full confidence in
myself yeah like the skills you
build up along the way you
know

yeah and that's where
experience
comes in like I wouldn't be
able to
go and do that if I didn't have
this
you mentioned that the the
mission
isn't yet complete what is the
mission well the Corpus
behind
this stuff businesses have
Mission
but I'm my own personal
mission I
mean it's my own personal
mission
is success for me is freedom

of
other people's opinions and
my
own mind and I'm not you're
free
of that how do I get there how
do I
get free of my own mind so
my
own you know when you've
beaten
yourself up one night or
whatever
it is I'm not there yet I'm still I
still
beat myself up that weren't
good
enough you know the idea is

not
good enough I'm not yet free
of my
own mind and I'm not yet free
of
other people's opinions so I
think I
I've got a long way to get
there
that's what success looks like
for
me that's my mission and I
think
I'll be able to get there
through um
just learning learning about
myself
learning about people learning

about business and being and
then
you know hopefully I'll be 40
50
and go I'm free of my mind I
don't
need to tell myself I'm not
good
enough Joe I mean because I
know
that I am I know that I've built
it so
yeah I think that's what
success
looks like personally for me
um
but I also have this like
mission

statement that I want to give
confidence to do to other
people to
do things differently I think
for me
that's what I realized about
myself
is I always use my confidence
to
do things differently in my
career
in University in marketing
and the
way that I tweeted that
woman to
get that job I had the
confidence to
do that and I want to my job

and
my purpose here is to give
other
people that confidence to do
things
differently so yeah there's
those
two things that I'm I'm kind of
focusing on at the minute and
they're unmeasurable right
yeah
exactly I think that's a great
place
to end this thank you so much
thank you any final piece of
advice
let's say someone's listened to
this

whole conversation on
YouTube or
on whatever podcast platform
and
they just really resonate with
what
you say um any any final kind
of
putting putting advice for um
don't
let anyone tell you no not
even
yourself love it thank you all
right
so that's it for this week's
episode
of Deep dive thank you so
much

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