
Tim Paige: Only do what you can't not do. If you cannot do something, don't do it. But if you can't not do that thing, it will force you to really move forward.

Welcome to Marketing In The Know, the premiere podcast to help you leap ahead of the marketing curve so you can grow your business. Now get ready, set and grow with your host and tour guide through the marketing jungle, Buckley Barlow.

Buckley Barlow: Hello, Insiders, and welcome to Marketing In The Know, today I am thrilled to have a conversation with my next guest. And so when it comes to being in the marketing mix and in the marketing trenches, he's a guy that really does ooze credibility. He's the host of the wildly successful podcast Conversion Cast. He's the conversion educator at LeadPages and I of course would be remiss not to mention that he is the voice from my audio bumper, and what I wouldn't do to have a radio voice like his. Tim Paige. Tim, it's an honor, my friend, thanks so much for coming on.

Tim Paige: Oh, thanks for having me. And you are crazy for talking about wanting to have a radio voice like mine, man. The first comment that I made where we were making your intro was, you've got a heck of a great voice for this. Oh my gosh.

Buckley Barlow: Oh geez. Coming from you I – that means a lot, I appreciate it.

Tim Paige: Absolutely.

Buckley Barlow: Well, I kind of felt like I was a ring announcer there introducing a heavyweight.

Tim Paige: I love watching MMA, I can't get into boxing. I love MMA though. And I'll tell you what, I would get destroyed, man, those fighters are incredible. I know that has nothing to do with what you said, but, you know.

Buckley Barlow: No, no, hey, I would as well, but, you know, first things first. I have to tell you, you are a beard-loving genius. Do you know that? And not necessarily for your beard, although you rock it really well, and I can't rock a beard that well. But literally I'm so impressed with how you host ConversionCast. They are really lucky to have you over there at LeadPages, your delivery, your content, your guests, you know. Thank you for raising the bar so high and damn you at the same time!

Tim Paige: Ah, thank you so much, man. I tell ya, LeadPages is – it's a team of about 145 people as we're talking right now, and it's literally like, I say all the time, I'm working with the 144 best people in the world at what they do. I'm number 145. It's like; we've got just this whole team of people that inspires me on a daily basis. So to get to get in there it really does push you to try to be the best that you can be and it's nice to hear people saying that they think that I'm pretty good. So I appreciate that very much.

Buckley Barlow: Well, it's cool. LeadPages I think is the fastest growing company in your State, is that correct?

Tim Paige: That is very much true. And I think it could be said for a lot of States, but it's only been put down on paper in Minneapolis, in Minnesota, rather.

Buckley Barlow: Cool. Well, all right, Tim, are you ready to do this?

Tim Paige: Oh, I'm here, let's party.

Buckley Barlow: Let's do it. Well let's dive in. So there are so many angles and topics that we could discuss today, and we're gonna talk about LeadPages as a very, very cool tool. We're gonna talk about your experience with producing webinars, then more about the team and specifics of your podcast ConversionCast. But before we jump in, I think it would be really cool to get to know you, your role over there at ConversionCast, LeadPages, and really how you ended up hosting ConversionCast. I think that's an exciting story.

Tim Paige: Yeah, sure. So first off, I'm a husband and a dad, and I've been in several different businesses. I was a touring musician for a long time, toured all over the country and played on TRL, got signed, did all that kind of stuff. And, you know, I met the woman of my dreams in the midst of all that and, you know, we planned to have a family and get married and all that kind of stuff, and it's really tough to do on the road.

So, I took kind of my networking abilities – and when I say networking I don't mean, "Hey, here's my card. Well, see ya!" You know, I mean like really building relationships. Now, I took that and my sales ability and kind of transitioned into really hardcore sales, one of which was selling vacuums door-to-door.

Buckley Barlow: Wow.

Tim Paige: Yeah. I did that; I was making six figures doing that and really opened my own office and all this kind of stuff. But the reason I tell this story is because I really believe that sales psychology and marketing psychology are very similar. You know, when we look at what gets people to take action, whether it's to, you know, one-on-one get them to buy a product, or whether you're writing a sales letter that's gonna go to 100,000 people, it really doesn't matter. Sales psychology works the same regardless. And I used that to develop a skill set that made it so that once the opportunity came up, which is the story I'm about to share, it allowed me to kind of take advantage of it and, you know, get into the position I'm in now.

So, I'd been doing a podcast for a little while and it wasn't a very good podcast, and I reached out to John Lee Dumas, who hosts a really successful podcast, Entrepreneur on Fire. You know, his business does like \$400,000.00 a month in revenue.

Buckley Barlow: Yeah.

Tim Paige: But at that point he had five episodes, no one knew who he was, he had zero revenue and about 1,000 listeners. So I reached out to him and I said, "I really like your podcast, I'd love to have you on my show." Interviewed him, we became great friends, you know, we'd stayed in touch for the next bit of time. We did our own podcast together, and at one point he interviewed Clay Collins, who is the CEO of LeadPages, and Clays said, "You know, I really want to start a podcast for LeadPages, but I want somebody else to host it. Do you have anybody in mind?" And John said, "Yeah, I know this guy, Tim Paige, we do a show together. You should talk to him."

I talked to Clay, we connected instantly, I loved his vision and I loved that he explained to me that the whole goal of LeadPages was to help business owners, entrepreneurs, marketers; to help them to see their dreams comes true in the form of more leads, more webinar attendees, and more revenue for their business. And that just aligned so perfectly with me and I absolutely said yes, jumped on board, we started doing the podcast. And about three months later he said, "You know, I think that your skill set would make sense for webinars. I've been doing all of them, I'd love to see what you can do."

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- Buckley Barlow: That's cool.
- Tim Paige: And on my first webinar I out-converted Clay, who's been doing webinars for a really long time.
- Buckley Barlow: It's the voice, Tim, it's the voice.
- Tim Paige: Oh, man, I don't know what it is, but I still can't believe it, but it's a heck of a bragging point for me, and he still says it all the time. People will ask him to do webinars, he'll say, "Nope, you want to do them with Tim, he out-converts me every time." So, I'm not sure why, it must be because people feel bad for me, but I'll take it any way I can get.
- Buckley Barlow: It's either the voice or the beard. You know, one of the two.
- Tim Paige: Yeah, and the beard is much shorter now than it used to be, so I guess it's gotta be something else.
- Buckley Barlow: Well, we gotta give a shout out to John Lee Dumas and Podcasters' Paradise members. We're both members, it's fantastic. They've added such a huge amount of value to my launch and obviously JLD made a major impact in your life.
- Tim Paige: In so many different ways and so many – you know, he's been such a great friend and he's helped me through some of the toughest times in my life. We were at Podcast Movement this past weekend and he told that same story on stage. You know, he was telling the beginning of the story and it was a little bit vague and he didn't say it was me, and he never told me that he was going to do it, and, you know, when he got to the part about us doing a podcast together, you know, I'm the only person who's ever done a podcast with John, so.
- Buckley Barlow: Yeah.
- Tim Paige: I knew it was me, and I got tears in my eyes because it was a really tough time in my life and he's just a great person and, you know, him and Kate have put together something amazing with Podcasters' Paradise. That is a group of thousands of just wonderful people, so I totally agree.
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Buckley Barlow: Yeah, I caught a little of it on Pat Flynn's Periscope, so that was cool.

Tim Paige: Yeah.

Buckley Barlow: Well, hey, I have to say that I'm a big LeadPages supporter, I'm also a client and I've got to disclose that, because I want Insiders to know that this is a really, really cool tool. There's a lot of competitors out there, but I chose LeadPages because of all the unique features, and I love the software and what it can do. And I remember once upon a time early in my career that every single time I needed a landing page developed, it was a major pain. But not any more.

So I'd love for you to take us on a quick journey of what LeadPages is and would you mind taking the time to help those who have no idea whatsoever that a tool like this exists and how it can help a business grow?

Tim Paige: Yeah, absolutely. So, our mission is to power the majority of digital sign-ups worldwide. And when I say digital sign-ups I'm referring to anything that really gets your potential customer to take a particular action. So for example opting into your email list or registering for a webinar, or buying your product or signing up for your service, or agreeing to schedule an appointment, you know, with you to view a home, or whatever that goal is, LeadPages is the front end tool that is designed to help you do that.

At one point, you know, it was easy to explain LeadPages and just say, we've got about 50 landing page templates that are all, you know, landing pages, sales pages and webinar registration pages. But now it's this whole massive tool that really allows you to generate leads, sales and increase revenue. That's really the whole focus of what it is.

So for somebody who's not familiar with a tool like that, we have found that one of the most effective channels, and maybe THE most effective channel in your business, is email marketing. You know, having a list of people who are ready and excited to hear from you about what your business has to offer and how you can help them accomplish a goal, that really is, we found, to be the key to success in just about every single industry and niche. And so one of the things we excel at is getting people to give you their email address.

So we've got tools like landing pages, where you can take a simple landing page, either make it your home page or link to it from somewhere in your menu bar, and send all of your traffic to that page and give them something of value in exchange for them entering their email address.

And just so that this is not just a full-fledged pitch for LeadPages, one of the most effective things that we found to give away is what we call a resource guide. It's a simple one-page list of tools that either you use or you recommend people use, to get results. And it's really powerful, because, you know, we used to test this all the time. We just have tested it until the cows come home, and it beat out an 80-page e-book that took us two weeks to write. It beat out a video course that took us a month to create. And it even beat out a 60-minute coaching call with Clay Collins, our CEO.

Buckley Barlow: Wow.

Tim Paige: You know, I always say, I wish I had a time machine, I would have gone back and opted in for that over and over and over again, right?

Buckley Barlow: Yeah. Would you mind sharing some of the metrics on that?

Tim Paige: I don't know the particular data from that case study, because that was from long before when I was around, but I can tell you that the page that we used averages a 46 percent conversion rate across over 40,000 LeadPages customers.

Buckley Barlow: That is incredible.

Tim Paige: Yeah. So that's one of the mechanisms, and you know, we've got another one that is one of my favorites, called lead boxes. And what that is, is it's a two-step opt-in form. So an opt-in form for anybody who's kind of new is, it's just the form where you would enter your name and email address and then click the button to subscribe. Well, lead boxes allows you to put one of those anywhere you want on your site, but it's not visible right on the site. It's behind a link or an image or a button, and when somebody clicks that image or link or button it says, you know, click here to get this free guide. Then the opt-in form pops up and people can enter their email address.

The reason why that works is we've tested that across – at that point it was 35,000 LeadPages customers, and that beat out the visible opt-in form by 32 percent.

Buckley Barlow: Hm, wow. Well you've got a lot of metrics and case studies there on your own, because you guys are fantastic marketers. But I'm sure that you have other clients that are just using incredible features, making that tool do magical things, I'm sure.

Tim Paige: Oh, absolutely. You know, it's been really cool, because one of the things that LeadPages allows you to do that makes it really easy is, you can actually test everything right inside the software. So if you want to find out which landing page works better for you, you can test it and see which one gets you a higher conversion rate. If you want to try particular elements, you can test that right in there.

And that's really the ticket to getting the best possible results for your business, is testing everything that you do. You know, it's easy enough to go, "Oh, I heard on Buckley's show that this particular thing works, so I'm just gonna go do that." And maybe you'll go do it and maybe you'll get 30 percent conversion rate, which is actually pretty solid. But what if you tested that versus another thing and that other thing would get you 60 percent? You know, you're missing out on that additional bumping conversion by not testing.

So we test literally everything we do before we make it permanent, and it's one of the things that's gotten us absolutely insane results.

Buckley Barlow: That's right. I mean, LeadPages is an amazing tool, and I hope all the Insiders that haven't used the tool yet will get a chance to play around with it.

Now, I want to shift the topic over to webinars. You have produced an exceptional amount of webinars. How many to date?

Tim Paige: So I've been doing webinars for just under two years, and I've done over 400 of them now.

Buckley Barlow: It's kind of fair to say you know what works and what doesn't, right?

Tim Paige: A little bit, yeah. I would say I've got some insights that many people don't have.

Buckley Barlow: Well, let's dive in there. What is working out there, Tim, in the world of webinars today? I mean it's the most fantastic lead nurturing strategy out there. Tell me what's working out there? What are the best practices when it comes to hosting and offering the webinar, and which tactics have worked for you as well?

Tim Paige: Yeah. Well, let me say this, the thing that I would say, when it comes to webinars, I know a lot about what gets people to actually register, and more than that, I know about what gets people to actually buy on a webinar. That is my strong area of expertise. And I've found a few things that are – I won't say they're the easiest thing to do, but I will say that they are what has gotten us the most amount of results.

So the first thing is: live webinars as opposed to pre-recorded webinars. I know that in this day and age we're trying to do everything that we can to scale, you know. We want everything to be automated; we want everything to be evergreen and all these kind of things. I think that that's important, right? I mean, we want things to be scalable, and I'm not saying that we shouldn't, you know, try to do things that are scalable.

But also, there's a great quote from Paul Graham, who a lot of people are familiar with, he's, I think, the founder of Y Combinator, and he said, "Do things that don't scale." Right? And so live webinars can scale to a certain extent, but I think it's one of those things that if you do them and you do them effectively, it doesn't matter that they don't scale, because they'll have such a profound impact on your business.

So, live webinars have really been a key kind of piece of our success. And in that, one of the reasons why we found that they are so successful is because I answer questions live throughout the entire webinar. I don't hold them until the end during a Q&A, and that's extremely difficult to do. And I think a first time webinar host would probably have a tough time doing that because it really is like juggling. You have to present the information, you have to be able to keep your eyes on the questions box, you have to be able to quickly read a question and decide if it's worth answering at that point. You have to know when it's okay to cut off what you're

saying and answer a question quickly, and I don't always get it right.

Buckley Barlow: All right. Then calling all women, or any of the few guys who can multi-task out there, you can crush it with this tactic. But kidding aside, you've perfected it yourself.

Tim Paige: Well, I wouldn't say I've perfected it, but I've definitely worked on it and gotten better at it as years have gone by these past two years. And I'll tell you, you know, it's interesting that the person I would say that I've been on a webinar with that is the most effective webinar presenter I've ever seen is Amy Porterfield. Anybody who's not familiar with Amy, she is a Facebook marketing expert.

That's what people know her for, but what I think some people don't realize is she is just a business rock star. And if you attend any one of her webinars, if you join her email list, if you follow her on Facebook, she rocks at everything she does. But, man, on a webinar, holy cow, I've never seen anybody rock a webinar like she does.

Buckley Barlow: I've seen a couple of hers, they're amazing. And I was saying that in jest. I think there are people out there who will say, oh, man, he's sexist. I was just saying that in jest. I mean, I'm having some fun with that, but that's a pretty amazing tactic there. I think that's hard. I've done webinars myself and I would say that is really, really difficult.

Tim Paige: This is another point, and I know this is a lot less tactical, but I think it's important for people to understand, is that it's okay to make a lot of mistakes. I still do to this day. There are time – you know, so I've done over 400 webinars in two years, and it's not like I've done 400 different webinars, okay. A lot of them are the same content presented many, many times. Our most recent webinar I've probably done that one webinar about 200 times.

So in that there are some things that every once in a while my mind kind of gets focused on either the questions or whatever and I'll end up saying something at a point in a webinar that comes up in 15 minutes later, but I say it now. So it's like it has nothing to do with what I'm talking about now, and then I catch myself because it's almost like the tape started playing but it skipped forward.

Buckley Barlow: Yeah.

Tim Paige: And it's okay. You know, honestly when I do that I'll go, "You know what, I just said something that I'm gonna say to you in 15 minutes. So just remember later I'll be saying that." And people will laugh in the question box and it's okay to make a mistake, it's okay to not be perfect. In fact, I think that one of the most endearing qualities of a presenter is if they're willing to make fun of themselves a little bit and know that they're not perfect.

Here's a really funny story, and I hope that this is valuable. One of the metrics, one of the key metrics that we measure when we're doing webinars is revenue per attendee. Now, I wouldn't say that that's the key metric to measure, but as it relates to me and my goals, revenue per attendee is the key metric. How many dollars do we bring in per person that's there live on the webinar? And one of the highest webinars for revenue per attendee was a webinar where halfway through I got the worst case of hiccups I've ever gotten in my life. I mean, I couldn't get five words out without **[hiccup, hiccup]**.

Buckley Barlow: Oh, that is great. That is great.

Tim Paige: Everybody on the webinar was laughing, we were joking about it. I did, I think it was like #hiccupwebinar or something on Twitter, and it was trended. I mean, it was just hilarious. And it was all because I was answering questions, we were interacting, people knew it was an event; it was something they remembered, and that's a big, big key to our webinar success.

Buckley Barlow: And you're being authentic. And I'm a real big advocate of being authentic, and boy, you do a great job there. Obviously for me, I'm not perfect. I flub up a lot, and I'm okay with it. I'm comfortable in my own skin and it sounds to me that people really resonate with that authenticity.

Tim Paige: For sure. And it seems that way. And, you know, I'm that way too, you know, I don't want to be hanging out with a robot. You know, I want to be with somebody that's real. One of my favorite people to follow is Derek Halpern from Social Triggers, and he is very much his authentic self, you know.

Buckley Barlow: Oh yeah, that's right. Well, tell me, what is not working any more in webinars. What's stopped working, or it's not working or hasn't worked for you?

Tim Paige: Well, one thing that we found to be ineffective is pretending a webinar is live when it's not. Beyond the fact that I just feel gross, you know, doing it and being like, you know, welcome, this is a live webinar but really it was recorded six months ago. We did that in the beginning because that was what everybody was doing and we wanted to test, and we just found it just doesn't work. People know that it's inauthentic; they know their questions are not being answered, so they want to know why they're being ignored.

So that's one big thing that I would say is not working. And I think that's the key, the real key to success is doing that. The other thing that's not working is blindsiding people with a pitch. We make an offer on every webinar. So – and I have no shame about that. But what we'll do is at the beginning we tell people, “Hey, listen, you can implement everything we talk about on this webinar, whether you do or don't have LeadPages. You don't have to have LeadPages to do the things we're going to be talking about on this webinar. However, when I demonstrate how to do these things, I will be using LeadPages because it will save you a lot of time and development costs and it will work better. At the end of the webinar I'm going to make you an offer to get LeadPages with some wonderful bonuses, and so you can stick around to the end if you want that. If not, take all this stuff and go run with it, but again I will be making an offer.”

And people love that authenticity. They love the openness that I have said, you know, hey, you're gonna get an offer. There's no secret here. And I think a lot of times people actually look forward to it because they get excited about whatever the offer might be.

Buckley Barlow: That's interesting. Well, fantastic insights on webinars. I could probably talk to you for another hour just on webinars alone, it's fantastic.

Now, Tim, a lot of companies are using content around their niche, and not necessarily about their product as you have just stated. You're adding value all the time, right? And how has starting this podcast ConversionCast helped fuel the growth of LeadPages?

Tim Paige: Yeah, and so this is interesting for me especially in the wake of this weekend and being around over 1000 podcasters at the Podcast Movement. So the number one reason that I think businesses should do a podcast, the number one reason and the number one

thing it's done for us is thought leadership. And I know that all of my fellow data nerds and conversion fanatics and that kind of thing, are going, "Oh no!" You know, they're like, "What do you mean that's the number –" Well, the reality is thought leadership is important in a business that you're looking to make a legit company. If you're just out there to make some affiliate commission on whatever products you can hawk, then though leadership probably isn't that important, unless you're trying to do it in a legit way, the way that Pat Flynn does, for example.

But if you want a real business that matters, thought leadership is crucial. And I don't know of any more intimate and effective way to generate thought leadership than a podcast. You know, it puts me, in the case of ConversionCast, in the ears of the people that I want to reach, the people that we want to think of LeadPages every time they think of conversions or digital sign-ups or whatever it is.

You know, it puts me in their ears when they are driving their kids to school, or when they're on their way to the office, or when they're working out at the gym, or when they're sitting at their desk, whatever they're doing, it's pumping me right into their ears and they get to hear my passion and my personality and in some cases my knowledge, in other cases my ignorance. But, you know, it really puts me right there with them and that's really key to the success of a legitimate business.

Beyond that, though, there are some really measurable benefits to a podcast if done effectively. So we use LeadPages – or I'm sorry, ConversionCast primarily as a thought leadership channel, but very close second is lead generation.

So, one of the cool things about podcasting, if you're a podcaster that does webinars, is that people are already excited about hearing you because they listen to week in, week out, or day in and day out. And so when you say, you know what, I'm going to be doing this live webinar where you can on there and you can interact with me, you can ask me questions, I'm gonna go in-depth, I'm gonna show some visuals, it gets people really excited to be there with you.

And so, every webinar it's inevitable that at least a quarter of the people on the webinar are ConversionCast listeners, they found out about either LeadPages from the podcast or they found out about the webinar from the podcast and they joined specifically because

of that. So, you know, webinar registrants are really powerful. And the way that we've – the only really effective way that we found to do that is through using a tool we have called Lead Digits. If you're in the US, text leadpageslive, all one word, to 33444.

Buckley Barlow: So mine is 33444 intheknow, without spaces.

Tim Paige: Oh, perfect, yes. So you can text intheknow to 33444. And you'll get to see exactly what it looks like. Because, again, your listeners are doing other things, they're not sitting at their computer. Fifty-one percent of all podcast listening is done mobile, on-the-go. So over half of your listeners are listening via their mobile phone when they're running around. So, yes, you can give them a url to go to and you should still have that, but it is so important to use something that is easier, like a text opt-in, and we call them lead digits. And that's really worked effectively for us to generate leads.

And then I guess the one other thing is that we found that the listeners of ConversionCast tend to have a shorter cycle of finding out about us to buying LeadPages, and we found that they generally buy for a higher dollar amount, so it's either a bigger package or for a longer term. And they stick around longer than the average LeadPages customer.

So those are some interesting things to consider. I won't say it's our biggest lead gen channel, I won't say it's our biggest webinar attendance channel, but it has a profound impact and it has its place.

Buckley Barlow: Now, you often keynote events, Tim, you're asked to mentor a lot of people, and I'm going to go back to this thought leadership. If someone were going to start a podcast and they come to you and say, "Listen, I don't have an email list, I don't know where to start, I don't have a huge following," and they ask you, "Tim, what do I need to do to get to the top of iTunes and have a successful podcast?" What would you tell them?

Tim Paige: I would say the first thing is to have a podcast that's worth listening to. And again, you know, people have been getting on my case lately because they're like, "You're a number guy and you're talking about all these froufrou things." But I find that I keep telling people all the tactics and then they don't have the

basics down. So like the first thing is really having a podcast worth listening to.

If somebody doesn't want to listen to your show or if they won't get any benefit out of it, you're never gonna grow a list, you're never gonna get to the top of iTunes. Granted, I think there are some podcasts not worth listening to at the top of iTunes, but that's a different story. So that's the first thing.

But, you know, other than that kind of the real tactical things are, when you launch your podcast, launch with three to five episodes. Because here's what iTunes listen to, they listen to – or they look for when it goes to rankings. They look for trends, are you trending up quickly? Do you get kind of an influx of listeners, downloads, that kind of thing? They're looking for ratings and reviews, and they're looking for overall metrics. So that's subscribers, downloads and ratings and reviews.

Those are kind of the three main things based on kind of our data. So when you launch with three to five episodes, you get three to five times the amount of downloads, because somebody finds you and they go listen to more episodes.

Another thing is, leverage any kind of existing audience that you have, whether that's your blog, your email list, your social media, your friends, family, it doesn't matter. Utilize that because you get that initial burst that will show iTunes that you matter.

And then the other thing is, be soliciting ratings and reviews, but I wouldn't necessarily recommend doing it within your podcast episodes.

Buckley Barlow: I'm gonna have to change that.

Tim Paige: It's not that it doesn't work at all, but lots of folks, including myself, John Lee Dumas, Pat Flynn, have found that it doesn't typically work as well as sending people to go opt in for some kind of a lead magnet. And then asking them as a part of your follow-up sequence to subscribe, rate and review.

Buckley Barlow: That's great advice, Tim, great advice. Now, I've noticed also you've built out a soundproof studio by the way. Do you expect to have more in-studio conversations? What's the reasoning behind it?

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- Tim Paige: Yeah, well, so this is – this right here, I'm in my booth, so I'm also a voice actor, you know, as you mentioned, because I did the voice for this. You know, I'm also a voice actor. And so I would not recommend the average podcaster, even really successful podcasters necessarily doing what I did. This is primarily because I, as I am a voice actor, this kind of stuff I really have to have a quality setup, especially, you know, my clients are people like the travel channel and that kind of thing.
- Buckley Barlow: Got it.
- Tim Paige: But, you know, for a podcaster, a little bit of sound treatment and a decent quality mic is plenty and will make your podcast sound great.
- Buckley Barlow: That goes a long way, doesn't it?
- Tim Paige: It does, yeah.
- Buckley Barlow: All right, Tim, now these are a couple of questions that I ask everybody on the show. If you were to hire one person today in your growth or marketing department, let's say you put yourself in Clay's shoes for a second, what would you be looking for in someone and why?
- Tim Paige: I would say the first thing is just sheer passion for the work that they would be doing.
- Buckley Barlow: Hm, that's great.
- Tim Paige: It's just so important. You know, I am so excited every day to wake up and get to work and do this job. I just think it's critical to have somebody who really wants to be there, not just for the money, not just for the benefits, not for the prestige, but because they genuinely love what they do. That would be the biggest thing.
- Buckley Barlow: Well, again, you have been in marketing sales, you've helped grow LeadPages to what it is today. What is the best growth or marketing tip or piece of advice that you have received, read or could give to our Insiders?
- Tim Paige: It's similar to the last thing, and it actually came from Clay, our CEO. And he said, do what you can't not do. And it's – I know
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it's not a tactic, but it really does push you forward. So only do what you can't not do. If you can not do something, don't do it. But if you can't not do that thing, it will force you to really move forward. So, if you can't not write that email in the morning, you know, to engage with your audience. If you can't not do webinars, if you can't not do whatever it is that you are doing, that's the thing you need to be focusing on and I think it's one of the keys for success.

Unfortunately there are a lot of doorways with a lot of different keyholes to success, so you're gonna need a lot of different keys to really get there. But I would say that's kind of the first door.

Buckley Barlow: Well, isn't that the truth. That's a unique tip, I like that. Well all right, Tim, you're a stud, you're a cool guy. I love the fact that you're in the trenches making it happen. I actually can't wait to build a better relationship with you. You really do walk the walk, which is exciting. And Insiders, if you want to know more about LeadPages, you can visit my resource section on beintheknow.co, or you can go directly over to leadpages.net.

And in fact, let's give you another example. So Time had mentioned this again, it's called lead digits, if you want to register for my webinar, How to Build a Digital Growth Marketing Machine, all you have to do is text the word intheknow, with no spaces, to 33444. That is cool, Tim. That is a cool feature.

Tim Paige: I love it.

Buckley Barlow: Again, that's intheknow, with no spaces, and text it to 33444. And if you'd like to hear one of the best podcasts out there on iTunes today, you have to go take a listen to Tim on ConversionCast. He's great at what he does, he has amazing content, and I believe he really can help you grow your business.

So, Tim, it has been an amazing conversation today. Thank you so much for coming on.

Tim Paige: Oh, thanks so much for having me, it's been a blast.

Buckley Barlow: Awesome. Well, all right, Insiders, that's a wrap. Thanks so much for joining Tim and me on Marketing In The Know. He is a smart, fun guy, he's filled with loads of talent, and I hope that you've

learned some awesome nuggets about modern marketing drivers for your business.

Now, I'm going to invite you to watch my webinar again on how to build a digital marketing machine, it's a primer, it only takes 30 minutes or so and a lot of the same things that Tim has mentioned today will be in that webinar, but it's worth it if you're new to digital marketing and you want to understand how to put a growth framework together. So head on over to beintheknow.co, to check it out, or as I just mentioned, you can text [intheknow](https://text.intheknow.com), with no spaces, to 33444.

All right, Tim, as my outro talent, would you mind taking it away?

Tim Paige:

Hi, this is Tim Paige from LeadPages, and you're listening to Marketing In The Know. We appreciate you joining us for this episode of Marketing In The Know. For show notes and a free version of Ready, Set, Grow, visit beintheknow.co. Thanks again, and we'll see you next Tuesday here on Marketing In The Know.

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Duration: 31 minutes