



Marketing In the Know Podcast
Timothy Sykes

Timothy Sykes:

Creating free content might seem weird to your listeners but it really helps just show what you know and you should have always no matter how much premium content you have, you should have a lot of free stuff. I have 500 plus free videos on my YouTube channel. Welcome to *Marketing In The Know*, the premier 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.

Interviewer:

Hello, hello, insiders, it is Buckley here and welcome to *Marketing in the Know*, a podcast to help you grow your business and today I am pumped to chat with my next guest who has built – I thought it was just a seven figure business and he corrected me. He's got an eight figure personal brand branded business around his passion of trading penny stocks. No, I'm not talking about the money he makes in the market, people, which is substantial. I'm talking about his education and mentoring business. He's been interviewed on Larry King. He's been on CNBC.

I mean, come on, he's the king of penny stock trading and when you're the king, you get to work in your freaking pajamas from a balcony in some cool sounding city in Italy. Yeah, he's got the life. He's known for turning roughly \$12,000.00 into over \$4,000,000.00 trading penny stocks but today we are going to dissect how he grew this eight figure business from simply sharing what he loves to do. Timothy Sykes, pumped to have you on today, my friend.

Timothy Sykes:

Thanks for having me. I'm actually in my boxers in Beverly Hills right now.

Interviewer:

Oh, that's fantastic. Hey, and it's kind of weird to call you by your full name but I had to go with it for branding purposes.

Timothy Sykes:

Why? Go with whatever you feel. I'm a big fan of doing what makes you feel comfortable.

Interviewer:

Now, Tim, you're a tennis fan I hear.



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Timothy Sykes: I am. I was a tennis player for ten years. It was the injury that caused me to get into stock trading.

Interviewer: What kind of injury?

Timothy Sykes: I had Tommy John surgery on my elbow and I couldn't really do anything back in 1999, so my parents gave me control of my bar mitzvah money, roughly \$12,000.00, and you know, they thought I would lose it all. They thought it would be a good lesson and I turned that into a few million so my dad calls it the million dollar injury.

Interviewer: Well, that is a million dollar injury. I wish I could turn my rotator cuff injury into something like that because tennis is my football to everyone else in the country.

Timothy Sykes: You know, every injury is the beginning of a new career so you don't necessarily have to do what you thought you did before.

Interviewer: Well, I gotta ask. Federer, Nadal, Djokovic, GOAT greatest of all time. Talk to me, baby.

Timothy Sykes: I mean, I'm old school. I like Boris, Becker, Yvonne, Lindell, Johnny McEnroe. I don't know about these new guys. I mean, the sport has evolved so much with so much more power and speed – every sport has, so I don't know if it's fair to compare 1970s, 1980s, 1990s, to now.

Interviewer: Oh, come on, but Ferrer, he's sublime.

Timothy Sykes: Ferrer is good. You know, obviously the stats say Ferrer is the best but I'm – you know, I remember those guys and Pete Sampras and Andre Agassi, those are my guys.

Interviewer: Oh, that's great. All right, Tim, are you ready to get everyone listening to this podcast *In The Know* as to how you built this eight figure business?

Timothy Sykes: Sure, let's do it.



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Interviewer: Let's do it, baby. Now, before we jump in feet first to talk about how you did this. For those who don't know you, tell us a little bit about Tim Sykes, your businesses and your role over there.

Timothy Sykes: Sure, so you know, I mean I already talked about how I made several million trading penny stocks. Many people know about penny stocks, thanks to the movie *The Wolf of Wall Street*. I'm not doing the scamming. I'm not even thinking that these companies are necessarily gonna succeed. I actually make more than half of my money by shorting them, or betting against them, because most small companies will fail, so it's just statistically accurate and logical to bet against them but there's so much misinformation out there about penny stocks. I saw an opportunity back in 2007 when I began teaching and I said you know what, like I'll always make money trading and I can make a few hundred grand a year because that's what my strategy is capable of. It's not really scalable to making millions or tens of millions of billions like every trader wants.

So, I'm in this kind of limited scalability niche and I was on this TV show called *Wall Street Warriors* and everyone heard about my story and started emailing me, "Hey, how do you turn a few thousand into a few million?" You know, I shared everything openly. I said you know what, I have nothing to hide. I think my strategy is great for people with small accounts. So I showed my big losses of like \$180,000.00 in one day and then how I made \$220,000.00 the next day. Now I trade more conservative but I'm just trying to get the word out about this little niche and by getting the word out I guess that I have popularized it a little bit.

I have a few millionaire students but I think I'm just getting started teaching trading and soon I'll be teaching social media too because I have a lot of experience now in eight years of teaching and growing my biz using all these new internet tools that no one really understands or utilizes.

Interviewer: Yeah, now Tim, you're known as the penny stock king and just before we launched into our interview, you had to call out some trades but few people know what a smart, ambitious and hardworking entrepreneur you are. Not only do you trade full time but you run this eight figure education business and you produce a huge amount of content. How do you fit it all in?



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Timothy Sykes:

I got really fat. I actually gained 50 pounds in the past year or two because I also travel too and now I have a fiancé and a puppy and it's not easy but as I was saying before this interview began, like, I don't have a choice when I see these patterns and these opportunities coming up in the stock market. Like, I feel guilty if I miss it so I'm kind of addicted and forced to trade, forced to come out of retirement every day when there's a good trade and I'm kind of praying for a bear market so that there's less opportunities but even in bear markets I've made millions so I'm kind of just screwed and I just have to teach and be obsessive and it's for my students' benefit.

Interviewer:

Yeah, well, looking back at that first video, which I've seen, or that first seminar, did you ever think it would have grown into what it is today?

Timothy Sykes:

I mean I still think that this is the beginning stages. I mean, most people hate on penny stocks, they hate on trading, there is still so much misinformation out there. You know, I look at what poker has done and even like competitions like Tough Mudder and the UFC and all of these really big cultural phenomenons, and penny stocks just aren't there yet so I've got a way to go before I can really fulfill what I see this becoming.

Interviewer:

What I was referring to though is your education business. I mean, you're doing fifteen million, right? You corrected me. I thought you were doing half of that.

Timothy Sykes:

Yeah, and you know, that's roughly 10 percent of what I think is possible here. You know, I aim high. Education and when you can literally turn a few thousand into a few million, obviously I can't turn a million into a billion but what I teach is more applicable to 99 percent of the world, so I need to go into every casino, every off-track betting, every bastard who plays these daily fantasy sport schemes and tell them look you don't need to gamble with these 30, 40, 50 percent odds. If you utilize this niche in the opportunities, you have 60, 70, 80 percent odds, so I'm not even at the starting position. This is pre-season for me.

Interviewer:

Oh, that's cool. Oh, that's great. Now, drill down for us if you could. Someone listens to this podcast, they visit your site, and they go, "Wow, I want to be the next Tim Sykes in my industry." So, for someone looking to build an audience around something



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they love and create a one million, five million, ten million, fifteen million dollar business, what advice would you give them today?

Timothy Sykes:

You have to create content around what you're passionate about and what you're experienced with and ideally, there's some kind of problem with the industry. There's misinformation. There's not good enough information. Something that you can add that is unique and that's what I've always brought to the table where very few other people have turned a few thousand into a few million off a specific strategy. It's not just like one or two lucky picks or investing in long-term companies like Warren Buffet, and you become a millionaire by the time you're age 70 and then you can afford the best hip that money can buy. You know, so you need some kind of advantage and you need passion. If you don't love it, if you're just trying to be like *oh I know a little bit about art or fitness, let me write about it because I have nothing else to do*, you're not gonna be as successful as you can be. You know, always follow your heart and follow what you're really knowledgeable about.

It doesn't matter if you really love something and you know nothing, your wisdom and your information and your experience is what matters and what counts. You need to provide value.

Interviewer:

Well, one of the things I think you crushed at the beginning of your journey is that you decided to choose a channel video to deliver all of your content and that choice matched your personality perfectly and I love how authentic you are in your videos. Did you strategically plan this out or did you just stumble on it?

Timothy Sykes:

You know, this is all me just stumbling about and trying to find tools that I can teach better and get better education out there. You know, most people in penny stocks and most people in the stock market is just like hot stock picks in a chat room and everyone is shouting out different tickers and that's just not educational. For me, a lot of my teaching and experience is all about finding the right patterns and seeing it play out on charts so I needed to show that visually, and I show pictures, but then as video evolved I was with Mogulus, which is now called Livestream, one of the first live webinar providers.

And I was doing that every Friday just totally for free just to get people in and to show that I'm not a fake in the world of teaching



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trading in the stock market. Most people who teach are frauds and not successful so I just have to be real. You know, I'm drunk on half of my video lessons. I used to have like a drinking problem before I got a little more extraverted but in the beginning I was very introverted and I know how that comes off on camera so I just drank. Every time I was on CNBC I drank.

Interviewer: No wonder you were so authentic.

Timothy Sykes: Yeah, exactly. I just didn't care. Now, I don't need alcohol. I can barely drink at all but now I just let my personality kind of flow and talk about what I know.

Interviewer: So, listen, it's been about eight years. Walk us through those early years of how you gained that initial traction and then walk us through how you've been growing of late because you've really been pouring it on. What's the difference between gaining that early traction versus what you are doing now?

Timothy Sykes: Yeah, I mean in the beginning, again, I was – I had been stumbling for eight years learning this thing. The only reason why I got into social media and created a blog at TimothySykes.com was because I turned down Wylie for my book, basically my life story, and I self-published the book. They had offered me a \$35,000.00 advance, which I guess is pretty good for finance but I knew that there was more value than just \$35,000.00 so I created my own publishing company and then when you self-publish a book, you don't have anyone helping you so you need to ramp up the promotions.

So, I read all these books on how to promote your own self-published book and over a few years, we sold roughly 20,000 of them, which is pretty good for a self-published book but still not as much as I thought and while I was promoting the book that didn't take off, the blog took off and I started interacting with my fans and at first I had a book and a DVD just teaching my patterns. Then they were like *hey we want to see this real time*. I was like okay, I can do that. So, because of the comments from my blog readers, I created a chat room and when enough people were in the chat room I said this is cool but everyone's kind of shouting like I need to get my videos and lessons across so we started creating our own software.



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I had, fortunately, this is the beauty of working on social media and having a community. You know, I had a random programmer email me and he was like look, Tim, I've tried out a dozen newsletters. His name is Mike Mosary and he's like I tried out all these newsletters. Yours was the only one that was profitable so I'm a programmer. Let's build something together. I was like cool. So, it cost me nothing with him. You know, at first I had had – was trying to hire programmers but none of them were good. I couldn't find the right one. This guy was free. He just wanted a percent of the business and he turned out to be a great programmer. The guy who actually coded my first website had read my book because I exposed all these penny stock scams and he was actually on the other end of the business. His name was Adarsh, and he was working for the penny stock scammers and he was like I hate seeing all these emails every night from people who have lost all their money. I read your book. I want to be on your side. So, by sharing your expertise, you find extraordinary partners in people who can help you on your journey and having the website, having the chat room, having my own video lessons, one DVD has turned into over a dozen DVDs as more and more people start telling me what they want to learn about.

So, I'm just in kind of a reactionary phase so seeing what people have questions with and I've been refining my teaching over eight years. Now that I have a few millionaire students, I have the blueprint of how to turn a few thousand into a few million. At first it was just me. Maybe I was lucky; maybe I was smart. Now that people like Tim Grittani has turned 1500 into 2.8 million, my top student in four years, it's not just me, and so now Tim Grittani and my other millionaire students also teach and they give video lessons and now we have weekly webinars.

I used to give like three weekly webinars myself and I was losing my mind. Now I just give one and Tim Grittani gives one, Mark Crook, Michael Goode, my other millionaire students, give weekly webinars to my trading challenge students too. So, it's all being authentic, being valuable to others, and then using that value and building your business one product at a time.

Interviewer: Let's talk about the team. You had mentioned those first few team members that you had. Now, you're surrounded a large team, in fact, and I've had the pleasure of meeting a lot of them but now you've got also one of the smartest marketers on the planet, Neil



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Patel, helping you achieve the kind of growth that you've seen. Walk us through how you keep your team motivated today. What tools are you using? You travel a lot. Walk us through a team meeting if you will.

Timothy Sykes:

Yeah, I mean, my team is all over the place. We have nearly 30 people in California, Connecticut, Florida – it's not easy and we Skype a lot. Skype is necessary. You know, I keep them motivated because they see the hours that I put in. No one works as hard as me. None of my employees work that hard. I mean, I don't want them to this is my business. I still love it. I don't do it just for the money. I do it because the more money that my education business pulls in means that we're educating more people and that's always a good thing. Even if my students make no money somehow from trading, they're still learning and education is a huge opportunity over the next five to ten years where our American education system and really even the education system all over the world is kind of flawed with colleges and high schools. I was telling Larry King the other day – I was like imagine, Larry, if your high school math teacher pulled up in a Lamborghini. You would probably be really good at math.

Interviewer:

Really, really good. That's funny.

Timothy Sykes:

You know, I've learned to post pictures of my travels. I post pictures of my Lamborghini and big obnoxious piles of money that really inspires people because it's the lifestyle that people want. It's not just learning finance. I've learned over the years what I teach is important but it's useless unless I can get my students, and inspire them every day, to actually study and put in the time to watch a 30 or 45 minute technical video about the stock market every single day.

Interviewer:

So, Tim, let's assume they have all these pieces in play. I think there are a lot of entrepreneurs out there who have the right idea but they can't follow it up with enough – they don't have enough money to follow up the idea and to start gaining traction. How much did you spend to get your brand really humming?

Timothy Sykes:

Who needs any money? I spent a few thousand dollars trying to get my website up initially and it was all wasted because the programmer sucked. As I said, I found my best partners because they liked my service. So, you will find huge amazing fans that



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will be helpful. Neil was a fan of mine, he started trading. Being a very good valuable provider of content and being somebody who helps others for nothing, it will come back to you, and using social media.

Anybody can have an Instagram account; anybody can have a Twitter account; spread some love, focus some good content – have do webinars, do podcasts with people that you want to help and give them free exposure and they'll promote you too. It's a crazy, cool society that's never existed before.

Interviewer: That is great advice. I love it. Now, where are you spending time and money growing your brand today? Are you spending it online I imagine, right? You can reach more people that way. Where are you targeting?

Timothy Sykes: Yeah. I mean, again, we've never really spent that much online. I know there are businesses that buy all these Google ads and Facebook ads, like we tested that. I spent a few thousand dollars. It never really paid off getting new clientele. What's really worked for us is Instagram, just posting great content, like of my travels. You know, I've gotten – I guess I've spent money on my travels but that's kind of for me. I've kind of merged the two where I get to indulge in my travel addiction and then I just post amazing photos and videos.

Neal actually is the one who taught me that, where he's not necessarily all about his lifestyle but every single thing that he spends money on is reinvested in the business and it might be taking expensive trips or buying expensive cars and then posting about them or it might be you pay for web designers, you pay for programmers, you pay for better audio equipment if you're delivering podcasts and webinars, you pay for software that will help you have a premium membership site so it really does not cost as much as you think if you provide great content. I cannot stress that enough.

If you provide mediocre or just weak content, it's not that useful and you're probably gonna have to spend a lot because you're gonna have to try and make your content go viral or try to get more eyeballs on it but it doesn't really want to. It's unnatural so if you provide the best stuff – look at this – Neil is actually just – I don't



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know if you heard the g-chat. Neil Patel is g-chatting me right now. It's crazy.

Interviewer: Well, tell him on – tell him you're on *Marketing In The Know* podcast. Tell him hi and I'm asking a question about him right now.

Timothy Sykes: We're on podcast. This is scary.

Interviewer: Funny, funny, funny. In fact, speaking of Neil Patel, I have to ask. Who came up with the idea of your video landing page, which recruits for the challenge? It says I'm determined to create a millionaire trader in and it names the city that you're in based on local IP address and I think it says my only question is will it be you? Was that a Neil Patel thing or is that a Tim Sykes thing?

Timothy Sykes: That was a Neil Patel thing. That is geo-targeting and it's worked well. We just want people to understand that it doesn't matter where they are in the world thanks to online education, you can become a millionaire and thanks to these new tools. I really – you know, I was telling Larry King this the other day too I just did the interview so it's fresh on my mind. I was saying like we haven't even begun to explore the possibilities and the potential of the internet we're not even like 21 years old – the internet can barely drink, okay.

The technologies and applications and uses and just the educational value is gonna go up exponentially over the next few so if you become a provider of good education, good content you're gonna be in demand. So, I just want experts to get out of the real world, go into the virtual world and your – the value of your expertise will rise exponentially, so if you're teaching at some crappy little community college and you're teaching English Lit to people who don't care at all and they're working at Subway at night and they just want a college degree so that they can upgrade to work at Chili's or something.

You know, you're being undervalued. The internet allows you to connect with dedicated students and potentially dedicated students all over the world. It's your job to go out and find them. It's your job to inspire them and it's your job to teach them to help them get better in life and they'll pay you a little bit of money. It's a win-win for everybody.



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Interviewer:

So, when you do that, which I think is great, it automatically flows internationally because I've noticed you have a nice international presence and brand. Did you just do that organically or do you actually focus some of your efforts in other countries?

Timothy Sykes:

So, here is where I actually have been spending money when I do my trips and I do my splurges and every now and then a TV producer contacts me and says, "Hey, we want to film you. You sound crazy cool." So I spend money – like I spent sixty grand last year and I treated six of my most dedicated students to this \$12,000,000.00 yacht charter. It was for the TV show *Below Deck* and you know, I'm not a big fan of yachts. My fiancé is not a big fan. It was actually a pretty terrible experience because you're on this yacht, which is cool but you're being filmed every second and they're trying to create drama so they screw up all your orders and everything. So, I'm sitting there spending the sixty grand and I'm trying to like *oh* – I have all my students wear t-shirts that say TimothySykes.com on them, I'm trying to get on the show because the show has a million viewers and it worked.

They made a whole plot out of me being a douche bag making my students wear my name on my shirt and that show has aired internationally and the most interesting thing – and this is why I really believe in God and karma, even though I spent sixty grand, I was trying to trade on this yacht with this camera – multiple cameras in my face so I can show *look I am actually a trader. I'm making all this money from anywhere, even on this yacht in the greatest Virgin Islands.* So, I bet really big. Normally, I bet smaller but I bet big and I ended up making \$70,000.00 on this trade so it paid for the entire yacht trip and more and but anyways, I made the \$70,000.00 and it paid for everybody.

I was so pumped – I was like, oh my God, this is gonna be such a great TV show and then when it aired a few months later, they didn't show any of the trade and they made me out to look like a douche and you know, it was kind of funny but – it's good and bad the yacht trip – because I had the right idea in mind, my students loved it I made it – it was basically a free yacht trip and free exposure and now that's in – that show is in like I don't know, 10 or 15 countries. I got my start with *Wall Street Warriors* so TV is huge too so if you have the opportunity to be on TV –



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- Interviewer: Take it.
- Timothy Sykes: I'm not saying buy, like spend money on buying a TV – like I didn't pay the producers. I paid for the yacht trip and on other TV shows I was on – *E Entertainments New Money* and so I rented out the presidential suite of this hotel and I stayed there for – while we were filming, just to like brag about it.
- Interviewer: Well, you just summed up what I think is entrepreneurial marketing right there, which I love. A lot of people call it growth hacking, right – thinking outside of the box and that's completely offline, right? It's a great entrepreneurial marketing tactic that you used there. That's great. Now, what's the future of TimothySykes.com – profitably what is the future of education?
- Timothy Sykes: Yeah, I mean, I teach stock trading but stock trading is an industry where 90 to 95 percent of traders lose money. So, no matter how much education you have, especially if you have a day job or if you're a student and you know, you miss a trade here or there, or you get discouraged and you give up. So, while I have several millionaire students, a lot of people just aren't partaking I have five thousand plus students. Only 500 of them even bothered to watch the video lesson so it's kind of annoying but I know that 80 percent of people who have a gym pass, they sign up for the gym and then 80 percent don't even go.
- So, it's typical, so I'm trying to branch out into new industries also. I will always teach stock trading just because I have 15 years' experience and I think I can save people and help them but now I have experience growing my business more than I've ever made on stock trading where we're doing fifteen million a year now using social media and blogging and the internet so I'm gonna start teaching that. I'm going to teach how to grow your Instagram account I have nearly half a million followers now in just a few months.
- Interviewer: That's great.
- Timothy Sykes: These are industries where, as I said, it costs you nothing to start or very little you buy a little microphone, you buy some hosting, it's much cheaper than trying to get someone to be like oh my God, I need several thousand dollars to open up a brokerage. Look at all



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these fees, look at all these forms, so I'm excited to start teaching internet marketing and I think that's gonna be a big thing for me.

Interviewer: That's awesome. Now, I ask this of everybody that comes on the show and I'd love to know, Tim, if you were to hire one person today to take your business from fifteen million to fifty million on your growth or marketing team, what kind of person would you hire and with what kind of skillsets and why?

Timothy Sykes: Yeah, I mean, we're pretty much cranking. Probably somebody who can organize my lessons and my crazy mind even more we actually just started a new project called Blog Millionaire where me and my partner, Zack – we're trying to get out all our thoughts of how we got to fifteen million and we're working with several editors trying to organize everything. I have 3,000 plus video lessons now on Profit.ly thanks to Mark Crook who is one of my students.

He's up about \$450,000.00 in just a few years. But he watched all the video lessons and he tagged them so I definitely need to get more organized as we grow more and do more videos and do more projects.

Interviewer: That's great. Now, last question, Tim, would you mind leaving us with your best growth or marketing tip? I mean, you've seen your ups and downs. You've given us a lot of great wisdom here but what's your best one?

Timothy Sykes: Yeah, I would embrace social media first and foremost because then anything you can do can be read by thousands or tens of thousands or hundreds of thousands or even millions of people if it's good enough or viral enough, and embrace any social network that is growing. Don't be like *oh I'm never gonna go on Pinterest, I'm never gonna go on Instagram*. I had no idea that Instagram would be our number one growth generator. It makes sense, given my kind of crazy lifestyle, that they pictures and the videos would really connect with people but for a while I did not embrace Instagram like I should have.

I'm kind of a late comer and I wish I could go back in time. You know, obviously, I have the growth now but to those of you out there looking to grow your business, embrace social media, embrace whatever network is hot. I'm sure that there's gonna be



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something that's even bigger than Facebook coming out in the next few years and maybe Facebook will acquire them but be open to social networking. That is your best bet on the future. It costs the least and it has the highest potential.

Interviewer:

Well, Tim, that's fantastic stuff. You got a ping on Patel and tell him to ping me on Skype. We'll have him on and we'll talk about you again in that little episode and how he helped grow your business. Now, if you want to learn more, insiders, about what Tim does for a living, and you want to see one fantastic event in Las Vegas that he puts on, make sure to head on over to TimothySykes.com. Sykes is spelled S-Y-K-E-S and also Tim just wrote a fantastic guide on how to get started with penny stocks and you can find that over there as well. It's just TimothySykes.com/penny-stocks. Tim, do you want to add anything there on that guide?

Timothy Sykes:

No, I mean, we spend six months on that. That's a Neil Patel project just because he came up with all these free SEO guides and he said that really worked for his website.

Interviewer:

Awesome.

Timothy Sykes:

We created a massive free penny stock guide and I think that's very useful to people and creating free content might seem weird to your listeners but it really helps just show what you know. You should have always, no matter how much premium content you have, you should have a lot of free stuff. I have 500 plus free videos on my YouTube channel, so anybody who doubts me, I'm like *well okay, then don't sign up or watch these free videos* and then if you want to sign up, then do it. I don't have time for people who have doubt like I have time for dedicated students, I'm overwhelmed by them and if you want to test it out then watch the free stuff.

Interviewer:

Perfect. Well, I kind of stumbled over those links but you can also find the links in the show notes at [beintheknow.C-O - beintheknow.co](http://beintheknow.co). Follow me on Twitter. Like my Facebook page. You'll see all those links there as well. So, Tim, keep that game on, my friend, and thank you for joining me on *Marketing In The Know*.

Timothy Sykes:

Always. Thank you. It's been an honor.



Interviewer:

All right, Insiders, that is a wrap. Hey, thank you so much for joining us on *Marketing In The Know* today. Now, head on over to beintheknow.co for the links and show notes to this podcast and by the way, while you're over there, feel free to grab and download the free version of my guide *Ready Set Grow*. It took me a long time to write and pull all of this information together and I spent a pretty penny getting it to look and feel just right so I hope you enjoy it. Again I appreciate you listening. Hope that you'll subscribe, rate, and review.

Thanks again and I'll see you next Tuesday.

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: 30 minutes