



Hiring Great Marketers and Why You Should Encourage Side Hustling

Growth Everywhere

Eric: We're going to talk about hiring great marketers, cause it's the number one thing I get asked about. And then we're going to do a breakout session where we go into a workshop, basically, teaching people exactly what to do from a tactical perspective. Should be fun.

Speaker 2: I'd like to welcome Eric Siu to the stage.

The Rock: Give me some love! [inaudible 00:00:37]

Audience: Woo hoo!

Eric: I'm going to talk about seven steps that you need to take to hire great marketers. You don't need to remember all seven, you just need to take away one thing, you're good to go.

Eric: We did the talk today at 9:30, basically I was the opening speech at Sumocon 17, and we talked about hiring great marketers. And the cool thing is, the thing that we did that was unique that I think drew good attention was that my intro music was The Rock. The wrestler, The Rock, everybody loves The Rock.

A lot of energy coning it, you know, rile up the crowd, and it was 9:30 in the morning. And it was good because it led into my next talk because my breakout session was for an hour, so I did my talk from 9:30 to, I don't know, 10:15 or so, and at 11:10 a.m., I basically did my breakout session where I went even more in-depth.

So basically, here's the difference, right? So my presentation was slides. I was giving takeaways. I was giving ya stories. The breakout session ... When I do breakout sessions, it gets even more in the weeds where we kinda do audits of people's websites, like "Hey, here's what you should do when it comes to hiring great people." And other tactical stuff, tools you should be using, things like that.

So my point is this: When you think about how you might ... You can repurpose a talk. You have one main talk, and then you think about how you can go into the weeds more. How you can even more in-depth, and that becomes your breakout session.

And then the comment I've been getting from everyone is that it's very tactical because my thing is when I present, I like to give people stuff to do. STDs, Shit to Do's, at the end of the day. I think, you might to like to present a certain way, that's just my style and certainly enjoyed it. I think a lot of people enjoyed the talk, so I'm keen on seeing what my presenter rating is down the road.

So it was really fun, Sumocon, lot of smart people. I like the fact that it's intimate, it's only 150 people. And the fact that I started today, and there's two more days left is good. So I look forward to continuing, and also, what I don't look forward to is continuing to eat like crap and not exercise. So yeah ...

So on the topic of side hustles, today I was doing a breakout session, and one question came up. Question was "Hey Eric, what do you think about having your team members, employees, whatever, working on side hustles?"

And my take on it is, I think you should let everyone work on side hustles if they're interested because it shows they're interested in other things they can develop. And if they develop those skills then it carries over into your business.

Now, we have a contingency in our kinda employer agreement, employer-employee agreement basically saying hey, ya know, you have to work on these things during off hours. You can't be competing with the business, things like that. So we're well covered there, so make sure you have a lawyer that can help you draft something like that up, and it helps out.

I mean, at the end of the day, great, ya know, today we're at Sumocon, and one of their marketing managers happens to moonlight as a DJ as well, and he was the guy handling the music. Ya know, everyone can bring different skills, and everyone isn't just like a one-dimensional thing that you put into like a square peg at the end of the day, right?

People have different talents or interested in different things, so I think it's helpful to let other people work on different things versus trying to control them like you own them cause you don't. You don't own people on your team. So, that's basically it. (laughs)

Hello, Austin. Day three. I'm eating so much fat food that I had a massive pimple sprout yesterday, came out of nowhere, and it popped in one day. That's a world record.

Speaker 5: Did it pop at night?

Eric: Probably, which means it's all over my pillow.

Speaker 5: That's right.

Get it ready, get it in. Here, get it in.

Eric: Go through Sequoia, run through the forest or maybe walk through at a snail's pace, real relaxed.

Two and a half miles, done. Now off to the weight room.

Hey, how 'bout adding 10 more additional for good measure?

Speaker 5: Sure.

Eric: Then you can just step on your competition. Ya gotta know, can't give them hope, right? Even the guy who's like 200 pounds and you're 135, can't give them hope. Ya gotta let them know.

Hey, how 'bout 10 more, just for good measure? Okay?

I'm gonna watch Noah Kagan present.

Ya know what I mean, everyone goes through a struggle, that's the biggest struggle. If you don't go through a struggle, you're probably not an entrepreneur. Yeah.