



How to Step Away from Your Business so It Grows on Its Own

**Growth Everywhere
Single Grain**

Eric Siu: Guess where we're at. It's Berlin.

Right now we're making our way towards the coffee shop to meet with one of the organizers of the Berlin side of things. So again I'm doing the Berlin, London and Paris kind of tour. Meeting with startups, doing quick chats, so should be fun.

You don't really have a business until you're able to step away from it and it's able to grow on its own. So part of the reason why I do these trips is for business purposes to meet other people in person. We've talked about the power of that but then also seeing how the team reacts when I'm gone. Then seeing kind of what issues they run into so I can make a list. Then when I go back we can figure out how to solve those issues when I'm gone. That way the business can grow without me.

Hello. Nice to meet you. Okay so real quick intermission. Right now I'm in Paris. I was in London, Berlin, Paris. Yesterday did a talk in Berlin and then we went to a dinner afterwards. I love dinners, right. Dinners are great. Anyway, went out to dinner at 11:00 and then woke up at 4:00. Flew over here to Paris. Did kind of like a lunch and learn with a bunch of just startups over here with the family. We're in this giant mansion that they have right here where it's like an incubator. A lot of startups are just here hanging out and working.

Right now I'm kind of doing office hours in this room. I just did office hours with a mobile gaming company. They're doing really well. They're on this kind of rocket ship trajectory. It's like everything's different because they're mobile gaming. It's like all the stuff I talked about during lunch actually doesn't apply to what they are. A lot of the advice that you get and the things that you're seeing, it's kind of just what people are seeing in their particular situation. So don't take anything as blanket advice. Take advice for what it is and then kind of apply it to your situation.

Sometimes think about what they're talking about and kind of the industries that they work in. If it doesn't apply to you, don't use that advice. So yeah.

Okay so if you take anything from this trip, so we're in London, Berlin, Paris and we learned that a lot of the startups are bigger than I thought they were. They're all doing amazing things. Really smart people. So I think it's just good to have perspective over all. That's why you travel. You get perspective. That's why I'm going to Japan because when you're kind of stuck in the U.S. all the time, you kind of just think about things in U.S. terms. People here know how to relax more. It's not like the U.S. where you just work all the time. At least for me. Yeah travel. There's perspective.

The question is, how do you go about generating more leads? The answer to that is you just set a base with content marketing first. So whether it's blog, podcast, video, like this for example. Whatever works for you first you set that. Then even if you start on YouTube, you're able to target people. You're able to build an audience that way. Blog, you can send people to your site. You get more Google traffic and then you can retarget them through Facebook. Through Google as well. Content is really the base and then

you can start to build an audience. Then you can sell them whenever you want. It takes a long time, one to two years or so to really get it going but I truly think that's the way to get going. If I were to give like a blanket answer and I don't think there's any blanket solution, so hope that helps.

One final thing is, if you're looking to get started with podcasting, I recommend Googling Pat Flynn's Podcast Tutorial or John Lee Dumas' podcast tutorial. If you're looking to get started with blogging, you could just check out my skill share course on content marketing. It's called Blogging For Growth. Just look for Eric Sui's Skill Share Content Marketing course. I think it's 99 cents to get started with skill share so you can get that course. It's about an hour and 20 minutes long. Just get your feet wet. Start producing content even though your content is going to suck in the beginning. Stick with one thing that works and then go with it.

Right now a lot of people are doing LinkedIn because LinkedIn is pretty easy to do. It's kind of short form and you're able to get a lot of engagement.

So best of luck to you there and then you've got to think about down the road. How are you going to go about amplifying your content too? So a lot of people produce the content. You should spend 80% of your time promoting your content, whether it's through paid ads or whether it's through hand to hand combat. So a lot of tools to do that. You can use Facebook ads or you can use like a tool like outreach.io to hit people.