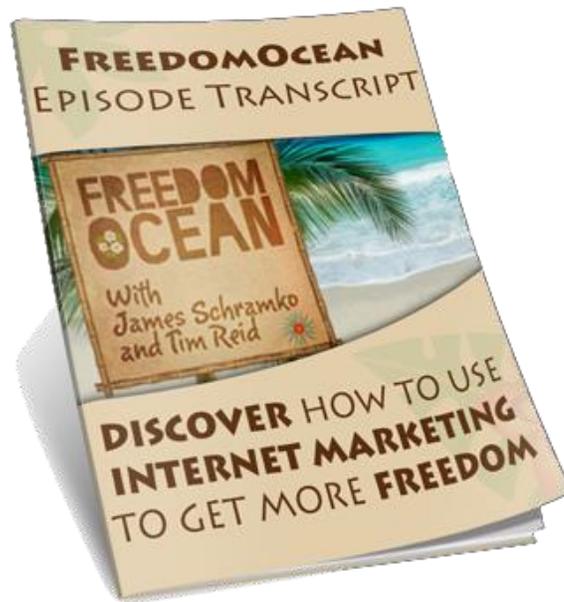




Episode 74: Google Updates



The Complete Transcript

(To be read whilst..on a hammock under a palm tree! ;0)



Intro: James earns millions from internet marketing. Tim's got millions of questions. Welcome to [FreedomOcean](http://FreedomOcean.com). Now, jump on in!

James: This will be Freedom Ocean, episode 74, after a 3-month hiatus.

Tim: Is it 3 months? Is it?

James: Yes. We last recorded in May.

Tim: Going to rush those things.

James: How's your June, July and August, Timbo?

Tim: Are we recording?

James: Why not?

Tim: [laughs] I love that.

James: I get you on Skype; I'm going to hit record. That's too valuable. You know you've become scarce, which should raise your value somewhat.

Tim: Correct, correct. Well, last episode, we talked about the Fawly Towers theory, which is do a few episodes and keep it scarce; so we did. And I'm Basil, you're Manuel.

James: That seems rough. They're actually comparing Clive Palmer to Fawly Towers on one of those rubbish news shows I saw on a commercial. And I'm



thinking, “How poor must their news choices be when they have to go to his dinosaur resort and bag out on Clive Palmer as a news story?” That reporter should be ashamed of himself.

Tim: Oh well. That sort of like par for the course with a lot of journalism. Your mate Dean Jackson looks a bit like Clive Palmer.

James: Oh that’s a bit harsh.

Tim: Not really. I’m looking at a photo of him now on your site, of Dean.

James: Yeah, OK. I didn’t think that when I was hanging out with him for a week or so, but there you go. All things to all different people.

Tim: It might not be as brash as Clive but...

James: And maybe not as wealthy but probably somewhere in between.

Tim: I don’t know, I don’t know. And obviously, listeners will not...

James: ..have no idea what we’re talking about.

Tim: Absolutely none.

James: He’s sort of potentially a billionaire but no one can prove it sort of thing.

Tim: Right. Jimmy James, what about the three topics we’re going to cover? Google, a bit of an update on the big G. We’re going to talk VAs, and we are going to talk blogging. We haven’t spoken for a while about those topics; we haven’t spoken for a while.



James: Let's talk about anything. Like we can just fill in the gap with two words: keynote speaking, or keynotes – that's one word, and surfing. That could summarize what you and I have been up to.

Tim: There you go.

James: So now we've caught up. Let's talk Google. You've got an obsession with Google. What is it? Why is this?

Tim: Why do you think that?

James: 'Cause you're always focused on it. You're always asking about SEO.

How big companies maintain secrecy

Tim: Am I? Well I am interested in it. I think companies; I put Google and Apple on the same basket because they're so secretive. And I was only saying to my son yesterday, "How does Apple manage to be so secretive? How does Google manage to be so secretive?" You know, what are we, at September 5. September 6, Apple are meant to be announcing the iPhone 6, and there are these rumors about an iWatch. And I was saying to Jack last night, "Isn't that amazing?"

There must be big factories in China making parts for the new iPhone, for the iWatch. And they must be a whole lot of people all around the world who have had input into the development, design, production, marketing of all that; yet, no one speaks up. How do they do that?

James: Pretty cool.

Tim: Do you have any idea?



James: Well, I'd say one thing would be to do things in isolation. I know from reading Steve Jobs' autobiography or whatever you call it, bio is it? I always get mixed up, like fiction/non-fiction, I don't know the difference.

But reading about Steve Jobs in a book by Walter Isaacson, it's apparent that there is a huge level of trust and a massive code around the stuff that goes on in a little special room within the inner sanctums and the only few people are privileged to be there.

And probably – I learned this from a guy who used to sell jewelry at the markets; he used to go overseas, Asian countries, to assemble the jewelry. And he would go there, he would lay out a rug in the middle of the hut, he'd get all the tribal members around, and then he'd hand out the tools, and he would show instruction to one group on how to do a pile of the process, and then he'd go and show another little group the next part of the process, and then another separate group the last part, and then he'd put all the tools back in the rug, wrap it all up, and then get out of there. So he wouldn't leave them the tools and none of them knew all the steps of the process.

Tim: Well let's end it up on what I was saying to Jack last night. I said, "They must have like secure rooms where they make individual parts for the iPhone 6 for example. And they never make, so you really don't know what you're making something for."

James: That's right. And every production environment has its own thing. I've seen some of those in the movies, the drug labs, wherever they have drugs in those South American places...

Tim: Everywhere.

James: Yeah. The people sort of working in there are often doing it with minimal clothing. So they can't stash it or hide the money. People counting money in their underpants and stuff.



Tim: Counting the money in their underpants?

James: How did we get here? This is ridiculous. So let's talk Google for a sec then.

Tim: All right.

What Google wants you to do

James: The thing is, they do often publish what they'd like you to do. And there's a whole sub-counter culture of whatever they tell you, if you get that, that's a magic trick. They want you to focus over here while they're really looking over there. But it is true. They don't publish their algorithm because they feel that by doing that, it's too easy just to manipulate it. So part of it is we'll go and scrape the whole Internet but we won't allow you to duplicate any content. So the world's greatest scraper doesn't like anyone else doing that.

Secondly, they sort of tell you what they want you to focus on and most of it is revolving around are making it harder for you to manipulate them. And I'm quite close to this 'cause we have a full-time operation helping people improve their rankings. And what we found especially in the last few years, it's just far easier to do what they ask you to do instead of trying to shortcut, manipulate, or hack around, or do things that get a tactical one-time advantage that can penalize you in the long run.

And let's face it, it's still worth appearing in the Google results when people look for you. It's still just as valuable now as it's ever been. But what's changed in my industry is most of the people with shortcuts and cheap labor or spammy tools have disappeared, and now it's down to the good old roll up the sleeves grunt work: actually writing good quality stuff, posting it on a website in a good way, and going for the proper effort. So let's talk about some other things.



What your website really needs

Tim: Can I just, love that. What your last sentence there Jimmy, was the one, because you represent the online marketer, I represent the small business owner who's more likely to be offline than online, but using online as a marketing tool right?

James: Yup.

Tim: It would be fair to say, 'cause what you're about to do, you're going to get under the hood, like the nitty-gritty of the Pigeon update and the types of links Google like and don't like, and let's have that discussion. But before you do that, I just want to confirm in my mind and the mind of small business owners that you just need to make your websites interesting, engaging, helpful, and be more of, this might be a bad analogy but I'll go with it, more of an online Encyclopedia than a static browser, which is rich in useful content. Yeah?

James: Yeah. Basically, it has to deserve to be worthy of a rank and not because you've deployed some cheap trick.

Tim: So what if you did that? What if your website was rich in really good content? Answering the questions that your clients, your prospects have, providing information that engage and hold them there longer, that people wanted to share and link to. Let's say you just did that and you didn't know anything about types of links, you didn't know anything about interconnecting links in your website, about the different types of headings (h1, h2, h3), about completing metadata; if you didn't know any of that, is that OK?

James: No. Because the chances are you're missing the really basic stuff. And the basic stuff, which Google tells you to do, is to have really obvious and clear descriptions and where most, like 9 out of 10 problems happen, it's going to be that they're using some hard platform that has a page title like "Welcome to my website" or something. And no one's searching for "welcome to my website" online.



Are you missing the basic elements?

So you could do all the rest right and you'll fail because you don't have the most important element happening. And that would generally be the page title.

Tim: Do you really, really believe that it's the page title and metadescription?

James: I think page title is very very important. Metadescription is not nearly as important as the page title. If you could only have one thing, it would be making sure that your page title is correct. And then followed by your page naming convention.

Tim: Tell me about that.

James: Page naming is where like, if you look at your website and you're on a page of your website that says p=124567, it doesn't mean anything.

Tim: So your permalink?

James: You want to have words in your page names.

Tim: Do you mean your permalink?

James: Yeah. What it would say if you're linking to that page. Because automatically, you don't need to know about links at all. But if someone were to reference your website somewhere else and they actually link to it, hello! Now the name of the page is in there. It's sort of easier for everyone to figure out what it is. And if you look in your browser and what it says at the very top, then that's what you want to have that's relevant for what your page is.

Tim: Can I just get, I'm being semantic here, but hopefully there's more than one person just wanting this clarified. Your permalink, which is the extension of your domain name, so it's the /blahblahblah, is the same as you called it your, you used



another term. Page title is not that, that's what appears in the tab in your browser. But it's your permalink. Well, your URL.

James: Yeah. The page title appears in the little tab above whatever page you're on, and the page name is what appears in your browser.

Tim: What do you think is more important?

James: The title.

Tim: Just or lots more?

James: No I think it's really important to have a descriptive page title. And then your page name is really good to have. And beyond that, you know all the other stuff (h2, h3) that's all ****, forget that; bold and italicized, that's not even proven.

Tim: It used to be that if you had something like an h1 and Google will look at that and go, "Oh, that's more important than the text." But where it is important is, correct me if I'm wrong, making your copy scannable.

The inside scoop: Formula to improve the quality of your site

James: That's right. But you can do it without having to go to the extent. I mean if anyone's getting that pedantic with SEO, they're starting to manipulate. So just make your sites good. And they actually give you a formula on how to improve the quality. And based on the new rating guide that someone leaked accidentally, on purpose maybe, and they say you should be able to pass the E test.

Tim: What's that?

James: Expertise. They say that you want to make sure that people would perceive you as an expert. That you should establish your writers' authorities in certain fields,



or you as an authority. So have a really good About Page, list any qualifications that prove that you're an expert, where you've spoken at or what shows you've been published on, would all be things that would help you become an expert.

They also want to have knowledge. So they really want detailed and rich information. So more comprehensive, not just the keyword peppered here or there, but really getting into the meat of your topic, whatever that is. Whether it's roller doors, or car washes, or you sell chess boards online. You can really specialize in words around that topic.

You want to cut down on all the ads, they don't like that. It looks a lot like a flea market. So you want to have a nice page layout that isn't advertising-heavy especially at the top because they don't want you to be manipulating readers into clicking on ads and stuff.

Tim: So the least call to action?

James: Well, you can have call to action. A lot of people think that it's about having 50 offers and the customer would jag every one of them. But the reality is if you only had one offer on a page, it would be really easy to know what that is and to find it, and it's offering more value or better experience.

Apart from your homepage, the one that everyone's focused and obsessed about, like 99% of the time, it's all about the homepage, forget that. Add content to your other pages. Like really mine out all the topics and different angles that are in your expertise. And you want a lot of pages. I mean on my site, we've got a thousand pages and posts and that creates thousands of indexable ways that people can find my site. So more pages is more opportunities and more specialized.

Tim: We're going to come to blogging as our next topic. Well in fact our second topic would be would be VAs.



James: Oh yeah, nice.

Tim: Yeah you like that? A little segue? So let's keep going mate.

James: Yup design. You've got to have good design. The days of crappy old horrible looking sites are gone. If someone from Google human reviews your site, and they do hire people to go and look at the site and say, "Does this site look good or not?" So that means you've got to put some attention into the way that you put your font and your styling and the layout and the pictures, it's got to be good.

So there's a few things that you can get started on. You also want to have Q&A. I love Q&As because that is being very, very helpful. It's picking up all the search terms that people are literally searching for. How to or where can I or what do I? These sort of things are great. So go to your helpdesk and check your emails and see what you can come up in there. And just have a whole FAQ section. And if you look at my sites, you'll see a lot of it is FAQ-based.

Tim: Yeah I do love FAQs, they're handy 'cause that's what people are asking then you might as well be answering it. Someone's got to answer it, might as well be you. And someone's got to answer each of those questions in a way that is the most, again, I keep going back to engaging and dare I say it, entertaining. But often you can see Q&A s are quite dry but it's about injecting a bit of a personality and holding people there and putting a smile on people's face if you can.

James: Yup. And then you want to have stuff that people actually link to because it's really good so if you were to publish it. In your case Tim, you could easily put out "10 tips for a top-level keynote." And you could say, "I'm Timbo. I travel around the world. I get paid big bucks to share my ideas, and here are 10 things that I think are vitally important if you were going to consider being a keynote speaker." And you could share this.

And then I imagine that anyone who's a speaker, trainer or keynote speaker or someone in your field could potentially link to that page and say, "Hey, check out



this fantastic guide Tim just published over at your website.” And they’re going to link to it because it’s a great resource and you have big reputation. And now you’re showing Google, “Hey, you know what everyone thinks this is a good page ’cause they seem to be linking to it. So we might give it a bit more prominence. And you would also make sure that the page title and the name of that page is very relevant to the topic. So it would be like “How to deliver a top level keynote presentation” or “10 keynotes speakers tips.”

And then just make sure that everything you do in your site is absolutely relevant to whatever the purpose of that site is. They’re looking for gibberish and auto-generated pages with randomized low-quality phrases that people seem to think is going to work for some reason but it’s not. It should be all high-caliber stuff.

Tim: You know the thing just on that too, recently I’m creating pages and posts. We know Google’s clever, but Google also read semantically. So like you don’t have to be literal about this. Like if you want to rank for “what makes a good keynote speech,” you don’t necessarily have to write an article with a headline “What makes a good keynote speech.” You could have “Top 10 tips of great keynotes” or something like that. And Google still somehow, through their algorithm, will find and rank that.

James: I mean they are search engines. So you could be talking about presenting to a group of people and they might correlate that with keynote speaking. Then of course, lots of things that build trust like About Us page, contact information, trust seals, phone numbers, contact forms; things that show Google “Hey, this is a reputable site.”

One thing you can do to push your site ahead of the pack

And lately they’ve gone up a notch and said, “You know what, we want you to secure your site if you can. We want you to have this SSL security, we want you to have https. We want that little bar to be green across the top with a secure padlock to show people that this is a really high quality, legit site.” And this is kind of a small



overall thing. And about a quarter of websites use this now so if you want to get a little bit of an advantage, you could make your website secure.

Tim: And Google sites are?

James: Except the one they published this article on. When you think about it, it's much harder for a spammer to set up a junky site and go to the bother of making a secure site. So it's just one way to weed out high quality versus low quality. And any site that you go to, like on Amazon or whatever, you're always going to have security. I mean if you were to say, "Which site is more trustworthy, a secure site or a non-secure site?" That's really an easy choice. It's a little bit more of a fuss to do this and more technology required and a cost and a hassle. So it's not really something that everyone is going to be doing. We're already halfway there. We've got the SSL certificate but to make it work on every single page means you now have to pay attention to every link that's happening in the source code and it's not just simply a case of switching it on. So you will need the help of a webmaster for that sort of an adjustment.

Tim: That sounds like it could potentially be expensive.

James: But any legit big company is doing it already. I mean I already have. I've got an SSL certificate already because we need it for our checkout application with the bank. And some of our pages are secure, the ones with the checkouts. The ones with the content is where we're focusing next.

Tim: Right.

Good and bad links

James: Now, let's talk about the links. Everyone thinks SEO is all about backlinks.

Tim: Well, do they still?



James: They do. I mean having an SEO business, I'm pretty sure they do.

Tim: Well you'd know.

James: So it used to be what everyone wants. Guest posting is something that you have to be careful with. If you just do widespread, spurting out content and posts, it's not achieving anything.

Tim: That's why it's hidden.

James: How about buying up old domains and redirecting it to your site to try and boost the juice?

Tim: Ah, the old redirection.

James: Yeah. Just be careful with that one. Rented or paid links are a big NO NO. I reckon the biggest innovation they ever had was this disavow tool, which lets people report sites that rent paid links. What happens is competitors report each other, customers who are pissed off report it, Google sort of goes on a phishing exercise and start telling you which links they think are bad, and people then disavow it whether they know if it's bad or not. And before you know it, all these links are toxic.

So the problem is, you might have had great rankings for years, and then wherever your links were, they've probably been reported toxic and they're probably no longer active or they're harming your site. So there's a big argument now for going for less links. Like really call back on the links that you've gotten. If you ever did these \$5 gigs where they got you 10,000 links, you more than likely have some very bad links coming into your site.

Tim: Well how do you get rid of all these puppies?



James: You have to do a spreadsheet. You go to Google webmaster tools, you pull out a CSV file of all the backlinks and you sort through the ones that you think look dodgy and that are obviously low quality, especially web directory links, because Google de-indexes web directories. And if they haven't found the ones yet and they're all linking to you and it's not good, then you basically upload a spreadsheet to Google for their disavow tool and tell them which ones you want to forget about. So it's a big pruning.

Tim: It used to be quite complicated. But that disavow tool is obviously might be a lot easier.

James: It's also made it extremely hard for people with private blog networks and who sell and rent links. It's really an ever policing system.

Tim: Jimmy, tell me about this Pigeon update.

James: Well, one more. Easy there tiger. Press releases.

The best time to use press releases is...

A lot of people do really keyword-rich press releases and purely just to manipulate Google. It's a more of official way of getting content. We learned years ago, you better link directly to the site not using anchor texts and use press releases sparingly. And the best time to use a press release is when you've actually got some news.

Tim: Yeah.

James: Fancy that.

Tim: That always has been.



James: So bottom line, get natural links by putting the best stuff you can on your site and then give it a bit of a nudge for sure. Go and share it on Facebook, Twitter, LinkedIn, Pinterest. This is like a broken record we say this, Google+ it. And then if it's good, people will recognize it and now start sharing it and they'll link to it automatically and that's what good links are. That's what real links are. So you might be wondering at this point, what do we do for our customers?

We firstly [check their site](#) to make sure their page titles, their descriptions and their backlink profiles aren't damaging them. And we rate them like green, yellow or red. If they're red, they have to do some serious work. We suggest what they can do to fix that. But if they're green or yellow, they're OK to proceed.

Then we focus on content. [Getting the best content](#) on the site, having the best places that the customer would want people to find out about, and then we start helping them share that by doing some of that socializing using Facebook and Twitter and Pinterest, un-slappable sites. Google aren't going to disavow Pinterest, or Facebook, or Twitter.

And then we do actual real guest posts with categories specific, high caliber, proper author posts. And sometimes it takes a while to get the post published. And we also do stuff with images like [infographics](#) and videos that are high quality to a limited distribution but high quality places with approval processes in place. And that's what gets results these days.

Where to send PRs

Tim: With the press releases Jimmy, when you have got something to say, 'cause you remember years ago, you were really into press releases; many were. When you do have something to say, where do you send that press release?

James: Well don't forget there's traditional media like radio stations, local newspapers, TV.



Tim: Yeah it's that kind of thing.

James: But there's also online, you'd be looking for a high-end sort of solution, not one of these mass blasters sort of places.

Tim: No.

James: So you're looking at places like Vocus or PRWeb, which have pretty stringent guidelines and they verify each release for accuracy. You have to confirm things, they have to fit certain guidelines. You can't be promoting certain products or topics and it works best when you have actual news. We still do press releases from time to time. But you've got to have a good writer; you've got to have a good angle. We actually published [press release angles](#) that you can use on our site, and that helps people get ideas for what they could do.

You can do it around seasonal things, you can do it about new releases, customer case studies, big change for some reason that you want to get out there; they work well.

Tim: Are you saying when you do one, what kind of topic are you seeing and on what type of media?

James: They sometimes can make it to fairly good sites like Fox News, etc. I'm not saying credible I'm saying fairly good, like popular or big sites. And I have seen some go to Entrepreneur.com and recently big sites if the release is really good. But they will get into some category-specific places. The number of links is usually quite good, could be hundreds or thousands. That's why it's absolutely critical you don't use an anchor text link because that's going to throw you with what Google call Penguin, which looks for the ratio of anchor text links versus all the links you have.

Tim: Sorry. Can you explain that for us?



Controlling your anchor texts

James: Right. That means using a specific keyword. If all the links coming to your site have the exact same keyword, then that looks very manipulative.

Tim: So in one press release, let's say the keyword was...

James: ...hydraulic car lift or something.

Tim: And throughout that press release, every anchor text was hydraulic car lift.

James: No just only one. You only need one. If you said, "Smiths' hydraulic car lifts have just announced the newest hydromatic 10,000." If you link the words hydraulic car lift to your website and then it gets republished a thousand times, you're now going to have 1,000 links with that exact phrase coming into your site. And then Google will say, "Hang on, you've got 1,100 links and 1,000 of them have this one phrase?"

Tim: But how can you control what the media outlets use as your anchor text?

James: 'Cause that's what you submit in your press release.

Tim: Well how many anchor text options do you get to submit?

James: You can put a few in there. But you write the press release and you've hyperlinked the boiler or the...

Tim: Boiler plate?

James: Exactly. And you submit it, and that's what gets regurgitated.



Tim: Yeah, OK. But just what I'm thinking is if you get 1,000 backlinks from one press release, and you've advised this 10 anchor text options, you're still lucky...

James: Well you're not going to use more than 2 or 3.

Tim: Right.

James: And it's better to use the company website directly. In your case, you'd put SmallBusinessBigMarketing.com because you're going to have a lot of links for that. And it's not manipulative, and you happen to have a keyword in there as well.

Tim: Yeah, got you.

What local businesses should know about the Pigeon update

James: So the other one you asked about was Pigeon.

Tim: Pigeon.

James: Ha-ha. Did the Pigeon drop one on you? This one was seemed more about local businesses and it seems to have helped directories.

Tim: Yeah this is interesting, isn't it? So the Pigeon, what we're talking about listeners is Google have recently updated their algorithm, it's been called the Pigeon update, and it seems to be based around local marketing.

James: Yup.

Tim: Which is great. Because one thing I know that's still with Google is you can Google something and it may deliver a result on the homepage of a business that's nowhere near you, which obviously Google don't want to do that. Google want to be



infinitely helpful. So Penguin may be changing that and that's going to play into the hands of UrbanSpoon, or TripAdvisor or Yelp because they've got all these local listings, yeah?

James: Right. So the message for small business owners is make sure you appear on all the directories that are relevant.

Tim: Does that mean your whole page is just going to make a comeback?

James: Who?

Tim: Yeah, exactly. Doesn't they?

James: I don't know. The bottom line is these things change and if there's any message coming through with all of this is don't try and cheat the system because you will get dumped. And also, make sure you build pipelines to your business that are not dependent on Google at all. So that leaves other options like Facebook and podcasting where you're completely off the Google ecosystem.

Tim: Yeah, totally. I get that. So just this Pigeon update is looking now for listings of businesses that are clearly marked as local but they clearly got their suburbs, their outlets, their stores.

James: Yes. So if you are a local business, you definitely want to have really rich details on your location and geographic specific information, your address.

Tim: Your website.

James: Yeah. You want it easy for Google to understand that you are specifically for a particular area.



Tim: So it wouldn't hurt to write your own blog post starting with "As a car wash centre in the South Yerra area of Melbourne, we find the 5 common problems with dirty cars."

James: A car wash in South Yerra could just say, "Star carwash supports the Yerra under-12 rugby team." And they could do things in the local community and they could publish about this because if I was parent with a rugby kid looking for the local game results, I'd be typing in Yerra rugby results. And suddenly I might start seeing carwash references because they've got information about their association. And they're going to have a filthy, dirty car.

We used to do this at Mercedes-Benz. We used to partner with people in the local area like high-level sound system providers and wineries and tax agents. And we would start to rank for all of their phrases as well as our phrases, and it's a community based marketing program.

Tim: Yup, yeah I like those ones; it's sort of joint ventures.

James: Get your head into the local area. So if I was a Manly SEO business or a Manly website business and this was my area, then I'd be just really putting all the cultural things. I'd be talking about cafes, and surf, and ferries, and the pine trees, and all sorts of stuff in the local area. I'd really get involved in participating and I'd be blogging all about that stuff and I'm going to start sucking in all these traffic from Google 'cause it's going to think I'm all about Manly.

Tim: Yup. Yeah that's a good way. And just a local business in a local area, you might as well own as much of it as you can. It makes sense.

James: Beauty.

Tim: Yeah that's good Jimmy.



James: What else you got?

Wrapping things up

Tim: Well what that says to me, these things say that we're truly into this call and listeners are going to hate this, but it does give us a reason to come back again really soon and knock off VAs and blogs. I'm not sure we kind of knocked those two other topics off immediately 'cause it will go for over an hour. And I know there's listeners are going, "Oh, we don't mind hanging around for an hour."

James: Yeah. But they're not staring at the window at six-foot surf.

Tim: [laughs]

James: What are they talking about?

Tim: Well, I'll tell you what. I'm about to go up to my 30-year school reunion tonight.

James: Ooh. I'm speaking at my old school to the year 12 leading lunch.

Tim: Oh cool. Are you going to record it?

James: Yeah I should. I'll do that.

Tim: Damn right you should.

James: Got that.

Tim: Geez, I hope you've put a...



James: [laughs]

Tim: Oh my God. It's like "Parents, send your child at your own risk."

James: I know.

Tim: All these kids will be going to that event wanting to be doctors, and lawyers and stuff. And then they'll come out of it going, "Hah!"

James: Well I'm going to let them know that we need doctors, and lawyers and stuff, continue on. I need to hire guys like you.

Tim: What's your key message?

James: That it doesn't matter if you fail your school thingie, there's still options for you. If you thought life ends if you can't be a lawyer/doctor/solicitor, you've probably done yourself the biggest favor ever.

Tim: There you go. Kids, take your foot off the pedal. Sit back, go for surf.

James: I pretty much hated school. I've got 3 boys and none of them go to the one I'll be speaking at.

Tim: You're exactly right.

James: It really changed everything for me and especially you know, I don't need to wear a tie anymore. I always thought it was the most useless ornamental thing around the neck. Like what does it serve? What does a tie actually do? There's no function.



Tim: It's a noose.

James: It is a noose. It's a reminder of old backward traditions that need to be stopped.

Great era

Tim: If you could have lived in a time gone by and it can't be in modern day, can't be in the 21st century, what period of time would it have been?

James: I'd say like it would be when the Hawaiian kings were surfing in Waikiki. I'd want to be a king in Hawaii, and I get to surf the break without all the crowds.

Tim: Yeah OK. Yeah that would be nice.

James: On my big long wooden surfboard.

Tim: Big long plank?

James: That would have been fun, yeah.

Tim: Would have arrived on the beach and ripped apart some kind of...

James: Only kings were allowed to surf in that section.

Tim: Were they?

James: Yeah. And they had the biggest boards. Their queens surfed at the queens' beach.



Tim: You could have been King Julian from you know, what's that film, Madagascar.

James: Right. Yeah. I think that would have been fun.

Tim: Yeah. I think that would have been.

James: Yeah, what about you?

Tim: Yeah, I kind of like the idea of something about the Renaissance period that excites me. I've been plowing through Michelangelo's biography this last two or three months. Well, I was in Florence in December and that kind of excites me. You know coming out of those Middle Ages. The dark and gloomy Middle Ages, with the Renaissance's sort of creativity. So that would be kind of cool and no computers, so you could have just been wandering around. Time was – I was in Fiji about two weeks ago, and... Fiji in time, that's nice.

James: Yes, It's pretty crazy

Tim: It's just this constant Jack Johnson soundtrack in the background and just don't expect anything, anytime soon. It should be just slogans all around that place. Yeah one day, when will that be? One day, nothing happened very quickly.

James: You ever been to Tahiti?

Tim: I haven't.

James: They make Fijians look hurried.

Tim: Aw, that's funny. They must be walking backwards in Tahiti. Are they?



James: I went to breakfast once and there were birds just having a go at the buffet. And there were some rather large locals just sitting there – they were the wait staff, just sitting there looking, not really caring that much about it. There was no hurry, nothing happening here.

Timbo, when are we going to speak to you again?

Tim: Well, Jimmy, we will sort that out when we hang up from this call and we'll sort that, get in the diary. Real soon. Real soon, I promise. In fact, I'm in Sydney a lot of next week. I'm in Sydney Tuesday night until Friday. But we'll sort that out. But sorry, listeners, for not doing blogging and VAs, but I think we could go in a little bit deeper when we do those topics in the next two shows.

James: Well, I'm getting some real stats back from my recent blog chain. So maybe the timing will be great and we can have a little bit of a post mortem on the changes and what it means to everyone.

Find out more about James and Tim

Tim: Yeah, that would be nice, mate. Well, hey, today if you want to find out a little bit more about Jimmy James, that would be James Schramko and myself, Timbo Reid, James has got a forum over at SuperFastBusiness.com, correct me if I'm wrong, James. That's the place where you can find out all about him. And I'm over at SmallBusinessBigMarketing.com, and you can find out all about me. If any, any of what we have said interests you in the slightest. James, there's been no greater pleasure eyeballing you.

James: It's been wonderful, Tim. Thank you.

Tim: We should do this more often. Could you make yourself more available? Or you're just that important that you can't seem to do it more than quarterly?

James: Oh, I'll see if I can do that, Timbo.



Tim: Alright, mate. See you.

James: See you.

Outro: Thanks for diving into the ocean with James Schramko and Tim Reid.
You've just come that a little bit closer to living the life you choose. Please keep in mind that the ideas, opinions, and information shared in the show are those of the hosts, and do not reflect those of their past employers. And as far as future employers go, well, they're both pretty much unemployable.

[END OF AUDIO]