**10.07.2024 - Video\_Transcription**

[Attendee 6] (0:09 - 0:10)

How are you?

[Attendee 5] (0:11 - 0:12)

How are you doing?

[Attendee 6] (0:13 - 0:14)

I'm doing great, thank you.

[Attendee 5] (0:15 - 0:16)

Good, good.

[Attendee 6] (0:16 - 0:23)

Just relaxing in the car so it's nice and peaceful sitting here by myself. Great place to do mentoring.

[Akash Desai] (0:25 - 0:27)

At least you managed to catch it, right?

[Attendee 6] (0:27 - 0:28)

Yeah.

[Akash Desai] (0:30 - 0:31)

How are you doing, Loreen?

[Attendee 3] (0:32 - 0:34)

Good, thanks. How are you?

[Akash Desai] (0:34 - 0:35)

Good, good.

[Attendee 3] (0:35 - 0:38)

You're looking very brightly today.

[Akash Desai] (0:39 - 0:39)

Yeah.

[Attendee 3] (0:39 - 0:42)

It's sunny where you are, or is it just the white wall?

[Akash Desai] (0:43 - 0:53)

No, I won't show you guys. I won't do that to you, but yeah, it's very sunny here in Turkey. Yeah.

[Attendee 7] (0:53 - 0:54)

How the other half live?

[Akash Desai] (0:56 - 1:03)

Yeah, not quite. Yeah, it's my holiday of the year, but yeah, it is nice here. I heard it's a bit rainy back home.

[Attendee 3] (1:04 - 1:07)

Yeah, my kids' sports day got cancelled yesterday.

[Akash Desai] (1:08 - 1:09)

Is that a good thing or a bad thing?

[Attendee 3] (1:10 - 1:41)

Well, they're really upset now because my little one got into the finals for the running race, which was being held on sports day. So they've been doing races up until sports day, and then the final was on sports day, and now it's been moved to next Tuesday. We're not actually there.

We're taking the kids away for a couple of days, their birthdays, and now she's really upset. She's like, but can I not just go to school for that one day?

[Akash Desai] (1:42 - 1:54)

Yeah, I had the same thing with my daughter, because we're obviously here, and she missed this gymnastic competition, and she was like, but I'm going to miss gymnastics. I'm going to miss the cat, and it's like, you know.

[Attendee 3] (1:54 - 1:57)

I know. It's hard, isn't it? Bless them.

[Akash Desai] (1:58 - 1:59)

Yeah.

[Attendee 5] (1:59 - 2:03)

How's everyone doing? Hi, Sue. Hi, Gina.

Hi, Steve. Welcome back, Andrew.

[Akash Desai] (2:07 - 2:13)

We'll give it one more minute and just see if anyone's joining. Otherwise, I will kick off.

[Attendee 5] (2:22 - 2:40)

Hey, James. Sorry, I didn't mean to grab you while you had a plum in your mouth. Oh, that was a good guess, sir.

Right. It is two, and you know what they say in property entrepreneur, right?

[Akash Desai] (2:40 - 3:53)

So I'll go with that, which is on time is late. So welcome, everyone. I'll kick this off.

So my name's Akash Desai. I know there is another Akash. That's Akash Vigela.

He is the PT at R&T. I am Akash, co-founder of On Point Mortgages and founder of The Black Box. So the reason they asked me to speak today was about the brand board.

So before I get started, how have you guys found that brand board? Give me a thumbs up if you started to go into that and you're starting to make progress. Great to see, Steve.

Okay, James, Andrew, have you guys started using the brand board? How is it you find it? Not yet, James.

That's fine. Not a problem. Not a problem.

So the aim of what we're going to do today is I'm not a branding specialist like the people at PE and obviously other people have got there, but what I have done is I have used the blueprint myself, taken it and applied it to create The Black Box. So what I'm going to do is I'm going to build upon what you guys saw at PE and just add another layer of how you actually apply and execute it. Sound good?

[Attendee 5] (3:56 - 4:01)

Hey, Gareth, how are you doing? Akash, how are things, mate? You okay?

Good, good.

[Akash Desai] (4:02 - 20:58)

Welcome. I was just explaining the aim of what we're going to do today is I'm going to take the brand board and explain how I took that and executed it. So I'm just going to share my screen.

I will talk you through it as well. So can everyone see my screen? Give me thumbs up.

Great. Okay. So what you've got, let me just start with this then firstly.

So this is the PE brand board. So it's got a few elements here in terms of company name, tagline, claim to fame, the avatar, soundbite, sex appeal, blueprint and values. And then this is how they've distinguished it into their flyer.

And if we start breaking that down, what we've got is the company name at the top. We've got the product name, which is the blueprint. You've got the tagline, which is how to start systemize scale.

And then you've got the claim to fame. So let's see what I've then done. So I literally just took that and said, yes, please.

Let's just break it down. I'm a creator. So I literally just took it there.

So move this out of the way. So for us, our company name is On Point Mortgages. The product there is the black box.

Our tagline is preparing for life after death with World's Power of Returning Life Insurance. And then we've got everything your family needs in one box. And then I've started really fleshing out this year's campaign, which is all about don't wait until it's too late.

So I literally took what they did and then applied it. So before I go into that further, there's three kind of key tips that I would share with you guys for anyone who's doing, who's got clients. And the first one is don't start until it's finished.

So the black box is a great example of that in terms of I spent eight months using the property entrepreneur blueprints to bring that together, sizing up the iceberg. What is it? And then obviously I took this brand board and just broke it down before I did anything.

So I understand who my avatar was. I went through how much I'm going to charge. I literally broke everything down before I went out there at all.

So my first tip is before you go out to the clients is scale up the iceberg and don't start until it's finished. And for me, that was a lot harder said than done because I'm a creator. I like to half stop things and just get out there.

But it has made a massive difference in making sure I get things right. The second is keep it simple, which is, again, a lot harder said than done. Being a creator, I've got tendencies to try and overcomplicate these, make many avatars when, again, you're just going to you're going to overcomplicate things and make it much, much harder for yourself.

So always start with one avatar, which actually Chris Moss's advice last year. So keeping it simple will really help you. You understand it and then help it help your messaging to your clients be really, really clear.

And in the third one is to niche whatever you're doing as much as possible. And I'll give you an example of that shortly, because the clear your niches, the more you're going to be able to speak directly to one client, the more generic you are, you're not going to speak to anyone. So a great example of that is I go to another networking group called BNI.

So in BNI, what you do is you got to be specific, right? You say, I'm looking for an accountant whose name is John. He works in this place and his company's called Gorilla Accountants, for example.

Now, if you say that, someone might know them. And if I say accountants, people would be like, well, there's many accountants or anyone who's got a family. It's very generic.

So niche as much as possible. So those are my three. And I'm going to take you through each of them and how I've applied them.

So the first one is don't start till it's finished. The second is keep it simple. And the third one is niche as much as possible.

So let's go through this blueprint and see how I've applied it. So in terms of the claim to fame, my claim to fame is the most comprehensive planning tool. And that's why I'm starting to brand things up as because people do life insurance by themselves.

People do wills and power of attorney by themselves, but they haven't brought it together in one package. So that is my claim to fame. In terms of avatars, property entrepreneur, they've got it quite clear.

It was active in property industry with minimum one year experience, looking to move from working in the business as a busy landlord to an investor level. So for me, when I talk about niching, my avatar is a property investor who has an income of generally about seventy five thousand pounds, young family and ideally a portfolio of 10. And when I talk about niching, I'm not trying to educate people on what wills are power of attorney life insurance.

My very specific is people who are in their journey. They know what that is. They just haven't had the time to put it in place.

That's my niche. That's what I'm looking for. So that's literally who I'm trying to speak to.

And that's the time I took to try and understand my avatar. So here we go. Been meaning to put wills power of attorney place just hasn't found the time and keeps dropping it down to the bottom of the list.

So very specific. And it really helps resonate with my clients. In terms of my promise.

So if you take the promise element from property entrepreneur, it's a unique and proven method to deliver seven figure net wealth. Mine is I'm guaranteeing peace of mind. And what we're trying to do is create a financial legacy stroke generational wealth.

That's our promise. Then we move on to one that's really, really important, sex appeal. So sex appeal.

What sex appeal is, is moving you towards pleasure, away from pain, quicker and cheaper with less time. So for property entrepreneur, you've got most entrepreneurs spend their lives building businesses that do not make money. So again, that's pain.

Join the top 5% by building a genuine business that delivers you seven figure net worth, pulling you towards pleasure. And the aim of the game is work less, earn more and have fun doing it. So again, think about how that works in in your business for you guys.

So what did I do? The truth is, and Gareth will probably attest to this is no one likes talking about life insurance, you talk to people in life insurance. And you know, I've done talks for and then you and then people just avoid you, right?

Because no one wants to talk about death, right? It's like the stigma. So what I did is I repackaged that negative into the black box.

And the black box itself is the appeal, right? I do these photos, which is similar to Akash Mugella, which is a before and after. But I do it with someone holding the black box, knowing that they've got peace of mind.

So think about for you guys, what sex appeal can you offer your clients? How are you? How are you getting them towards their, their pleasure?

And how are you taking them away from their pain? In terms of the blueprint is, what are you offering? So again, what can you almost trademark, right?

So for the blueprint, which all of you, I guess, have been on is the three levels and the four seasons. And the main one that they've got is the five problems that you need to cover, which is lack of clarity, lack of systems, lack of finance, lack of capacity, lack of leads, which we all talk about now, right? So that methodology is so well done that we speak about it quite naturally.

So again, I've taken that into the black box, and we've got a three step blueprint to helping you get your black box. We've got the four pillars of protection, helping you protect your family, your children, your assets and your financial peace. I created a protection pyramid, which is just, again, just another way of explaining different types of life insurance.

And I've recently done the three levels of cover, where it is a very easy blueprint. But I did a little picture of a man walking around his boxer shorts and said, if you've got no protection in place, you're vulnerable. Then I've got a man with a body armour, like 50 cent, I call it 50 cent level protection, but you can get shot in the head in the arms.

And then I've got a knight at the top, which shows black box level protection. So again, with what you're doing, how can you show the pain of where they are now that they don't want to be there, and the pleasure of what you can give them and why they should come to you. And that sex appeal is a really, really good one.

It takes time to get there. But I think once you get there, it really, really helps. If anyone's got any questions, do feel free to ask.

I believe most people are, you can unmute, so that's fine. In terms of urgency, again, for property entrepreneur, they've got sold out every year, 2013, only open to public once a year, only 150 places. So they use that scarcity side.

For us, in terms of the black box, the one that I'm doing this year is don't wait until it's too late. So again, think what you can say to your clients to get them to understand the pain of missing out with you guys. So on top of don't wait until it's too late, you don't want to make the mistakes that my family went through, is again, we've got limited capacity.

So what urgency and scarcity techniques can you guys use? And then again, let's start thinking about value stacking. So in terms of the blueprint, I guess a lot of people would have heard, have you seen all the marketing come out?

Can I get a thumbs up if you've seen all the marketing for the blueprints come out recently? Yeah, they've been at it, right? So again, what you want to do now is you want to value stack is what does it include?

So the first one was the VIP experience, and then the most recent one, you know, you are getting great extras like the Bell Free, you're getting discounts, you're getting five-star accommodation. So again, I did that myself. So I started adding in services.

So you've obviously got the wheels, power of attorney, life insurance, the black box itself, a next step checklist, which helps people go through and handle death in a bit more of a constructive way. And the black book, which is a Excel spreadsheet that helps capture very important information, which means if one person is no longer around, the other person can literally go to the black box, pick up that information and get going. So again, what other services can you add to again, better enhance the service that you're doing?

Then you've got the price and the value stack. So you've got the price for the blueprint at 5,000 pounds, your value stack, you've got discounts, you've got 100% guarantee, we've done the same thing. So with my clients, I did the exact same thing, I value stack it.

And then the final thing that I do is offer again, to build on. So if you look at the product tree, you've got product for prospects, which is where you offer your client something for free. You've got your main client proposition, which is the blueprint for property entrepreneur and a black box for us.

And then what can you offer past that? So one of the things we're trying to do just to upsell is free 10% vouchers for family and friends. So again, what can you offer to your clients to try and attract more clients?

So that is what property entrepreneur did. That's what I did, just to give you an example. They literally are giving you a blueprint to try and take and see how you can apply it.

And then the final thing that I want to take you guys through from my perspective is how I then took my brand board and turned it into a campaign. So my campaign was a five week campaign that I ran last October, and I'm creating another campaign that will run September this year, and it's split into five weeks. So that is one week of something is coming, just teasing people that something is coming.

Then you've got week two, which is intro into what our service is and the hell. So property entrepreneur will say, what is the undesirable situation that clients are in now and where do you want to get them to? So I did one week of hell and one week of heaven.

And then the final one is we've now launched a product. You need to get in there and then you have testimonials and then you sell out. So let's just go through that.

So I've taken you through most of my brand board, but here is hopefully everyone can still see this. So week one, we had get ready for BB. Can anyone guess what BB stands for?

Blackbox. Blackbox, exactly. So all we're doing here, so we've got day one, day two, day three, we're just enticing people to get interested.

And again, I've just taken the blueprint from PE. So we've got five days of something's coming. People are, oh, I wonder what BB is.

We get interest. We try and get our friends and family to share. Week two, we have, can anyone tell me what life after death here was?

It was the tagline of the brand board. So the brand board was life after death. So again, we can see that's incorporated here.

We've got a sex appeal at the top and then it's black box is finally here. And then we just go into what the black box is. And then I start going into the pain.

So the pain is the four pillars of protection, which is the family home, children, assets, and emotional stress. So now I'm going to go into five days of that pain and I'm just going to press that pain point. So I'll just go, I won't go through that, but you get, you get the gist of it.

It's very important. If you can get an infographic pain and pleasure, then it really helps people understand where they're coming from and where they're trying to get to. So in the case of the black box and the family home, without a will, without life insurance, you've got risk of repossession.

With the black box, you're securing the home for the family. So you can see the clear visually what the pain is and where they can get to. So the next four days is pain.

Again, I'm not going to elaborate on that. So each of my four pillars of protection, I go through the pain. This is the asset side.

And then in week three, I talk about the solution, which is the black box. And then I now start talking about heaven, which is what you're going to get with the black box, which is your kids are protected. Your family home is protected.

Your assets are protected. And then finally, this concept, I say the financial maze is also protected. So again, for you guys, start thinking about what is the undesired state that your clients have at the moment and where are you trying to get them to?

And again, now you need to articulate them. Once you've got your brand board as a base, start using that to build out other campaigns or messaging for your clients. So I've now done five days of intro, five days of pain, five days of pleasure.

And now what we're going to do is it's a bit more pleasure there. So it's a sale. So it's a flash sale.

So we're now saying we've only got 15 spaces left. Then I start peppering in testimonials to say what they got out of it. Nine spots left, testimonial, five spots left.

You get the gist of this now. And then finally, we are sold out. Let me just find that.

So three spaces left, testimonial and booked out. So similar to Property Entrepreneur, we book out, we then open up a waiting list for everyone to come into the next campaign. And that is pretty much it.

So what we've gone through then is we've gone through the brand board. We've gone through three top tips, which is don't start the brand until it's finished in terms of using the brand board to then drive and derive your messaging going forward. Trying to keep it simple, because I could have had many, many avatars in this.

I could have many, many products. I've chosen not to do that. And then niche and be as clear as possible with what you want.

As part of this, I could educate people, which I may do down the line, what is power of attorney? What is a will? I'm not trying to do that.

I'm trying to target a specific group of people who know what it is. They know they need it in place, but they just haven't had the time. So I've managed to hyper niche it as well.

And then what we went through is how I put it into a campaign. So I'm just going to open up to everyone else to try and find out where you guys are on your brand board journey and in any questions of where you are and trying how to apply it in real life. Just feel free to just ask a good session of cash.

[Attendee 3] (20:58 - 22:55)

Obviously, we do life insurance as well as mortgages, as you're aware. And I really like the way you've productized that. I think that's the difficulty.

I think this probably is across the board for everybody having the challenge of how do they take some products or services and differentiate them in the marketplace? So I really like that black box. I think it's an excellent strategy.

I think you you're on to something there. And the way you structure that, I think is excellent. So kudos to you.

I guess from my point of view, being given a fair bit of thought, we are looking to run basically more. So trying to think how we can productize what we want to do. For us, we are looking more as a training seminar.

So we want to run a webinar, which is a property investing webinar based on finance around BRR. So there's loads of people who invest in property. There's lots of people who train BRR as a strategy.

But we think that there's probably a space there from a financial aspect on all the financial aspects of the BRR and how you work out different calculations, different financing options, et cetera. So we think we've got a little niche there, but it's how we productize that and what we're looking for from the back end. I think ultimately the point we're at at the moment on that journey is just book a call.

So just getting guys on, trying to create leads and getting people on a call for a portfolio review or how they can maximize their portfolio to buy more property. So we're closing down that avatar. So it'd be like experienced investors.

What have they got? We're still working on that avatar and trying to niche it down a bit more, because like you said, it's such a big market. We can be open to everyone, but it's how you really push that down.

It's harder to keep it simple, isn't it?

[Akash Desai] (22:57 - 23:54)

That's why I said it's a lot easier said than done. But if we take that example of the BRR, there's a few things you want to hook, which is again, because I know the industry to an extent is maybe you're not getting the valuations that you want, right? So that could be the hook is if you're not getting the valuations that you want or the deals are not stacking in the right way, come to our free webinar.

And then you've got to very clearly to that person articulate what's the pain. You're leaving money in the deal. You're not getting the valuations.

You're not putting that money out. You're not getting ROI versus do you want to get no money down deals? That's a sex appeal, right?

Are you looking for no money down deals? And now you've captured that person. You've very clearly identified what their pain point is, what you're trying to get them to.

And now you're the person to deliver that journey with your offering.

[Attendee 3] (23:56 - 24:04)

Yeah, good point. Yeah. And I think that's, we're just on that journey now and trying to pinpoint that out to build out the campaign really.

So yeah, thanks.

[Akash Desai] (24:04 - 24:13)

Amazing. Anyone else want to share kind of where they are on their journey? You know, any issues that they have or any questions that they want to.

Yeah.

[Attendee 1] (24:14 - 24:44)

So I, I straight after the last workshop, I was flying back to Middle East. So I, I blitzed a flight full of, full of this and it's, it's, it's good what you've done today because it's actually pinpointing some areas I've missed. So I've got a few questions.

I'll try and cover them quite quickly. So at the top of your page, well, first of all, I'll put a question in the chat. I've not seen these documents before, particularly the, the proxy entrepreneur one.

Is that something that can be shared? Can you put it on the Facebook page?

[Akash Desai] (24:44 - 25:01)

Leave that, I'll find out. We get that part of, as part of advanced, but I'll find out, because at the moment it was only two bits, right? Anyway, it was the, it was a brand board and then it was the brand board broken down.

So I'll check with Lauren and I'll come back.

[Attendee 1] (25:01 - 25:55)

All your Word documents, the Word documents that you shared side by side, I thought were really useful, but yeah, if you can check it, that'd be great. That'd be fantastic. The second question is at the top of that page, it talks about the company.

So you had on-point mortgages and then your product was a black box and a tagline. So I get most of that. The challenge I've got is my company is the product.

And I'll explain what, what, what I'm trying to produce. So I'm creating what's called expat property people. And it's, it's a community that connects expat investors with UK service providers, because there's just a gap there where people don't really know where to go to as an expat and spend their time scrolling, scrolling internet.

And I found being the host of Dubai pin that a lot of the questions I get asked is, can you recommend someone, where do we get this from? So the product is expat property people, is the community, which is also the company name. I assume it's just the same.

It's just like, one is, one is the same. It doesn't really, doesn't really matter.

[Akash Desai] (25:56 - 26:23)

No, I think in that case, you, again, you're just making it simpler, right? You know, you're, you're getting rid of another, another entity on that page, right? So you've got on point mortgages, black box.

And now to an extent, I've potentially confused people, they'll be like, am I getting mortgages or am I getting you anything that you can do to make it simpler? Yeah, it's fine. So if you've just got one, which is a product, and you don't need to put the company, that's, that's even better.

Okay.

[Attendee 1] (26:23 - 26:58)

And the other one is, and this might link to the very first part of set, but in terms of that marketing campaign, I just wanted to go through the very high levels to make sure I've got it right. So the first one is get people excited, five days of something's coming type thing. Then I think it was issued.

Then I think you issued the tagline. Then you have five days of pain or pain points. Then you have the infographics that's showing the pleasure and the pain.

Then you went more into, to five days of, of the pleasure points to set the sex appeal. Then there was a flash sale, which is creating sort of a scarcity and urgency. Then you were counting down spaces.

Then you were sold out. Then it was waiting list. Correct.

[Akash Desai] (27:00 - 27:26)

No, no, you were, and who here's coming on to advance next year? This isn't a sell pitch. You know, I'm not getting anything for this.

So the, the people who are going on to advance, you will get a, again, you'll get the blueprint now for campaigns. Cause I don't know if you've got that already. It will take you through the sizzle, the, you know, the anticipation phase, you'll go, you'll get all of that.

And I'll show you how to structure that campaign, which is all I did.

[Attendee 1] (27:26 - 27:46)

Um, so you'll get all of that through that, but that's where I level was seed in the shake and things like that. Yeah. So, so that's it.

Yeah, exactly. I just, I just liked the way that you structured that. I'm a steel, so I like these things in an order.

Um, so yeah, I just wanted to capture that. I've got that. Uh, other than that, I think this has been great.

So far, really, really good session so far.

[Akash Desai] (27:47 - 28:05)

Great. It's good to, it's always good that you can take stuff away and just add another layer to it. So yeah, that's it.

Ravanel, James, Andrew, Kay, any, anything else you want to ask? Jasmine, Suki, Gina, how are you guys getting on with your campaigns?

[Attendee 4] (28:06 - 28:14)

Um, when you did the campaign, were you advertising both on LinkedIn and Facebook, or is it just sort of one platform and what sort of is your frequency?

[Akash Desai] (28:15 - 29:33)

Yeah. So for me personally, um, again, I take a lot from Chris Moss, who is the marketing expert, but, um, initially I went to Facebook and then, um, I did three times per week, but I did Tuesday, Wednesday, Thursday. Again, I'm not saying that's right or wrong.

Um, but I literally did the same post on Facebook, Instagram, and LinkedIn. And, um, what I will say is consistency and persistency really pays. So I've been doing this since November, three days per week.

And, um, I also do it in smaller Facebook groups. There's one called professional Asian. Um, and in the other week, again, I've started, so I've been kind of going outwards, but now I've started getting people come towards me.

The other day I had a call on the company line saying, you know, we're interested in the black box. So what I would say, one thing is a tip is don't base all of your campaign on likes or comments. There's so many people who don't interact.

We're called lurkers, um, who are seeing your content, but they're just not interacting. And I spoke to a few people and he goes, oh yeah, I know exactly what you're doing. You're doing this, this, and this.

I just don't engage. I'm like, okay.

[Attendee 1] (29:34 - 29:45)

So, um, yeah, it's, it's, it's for those old enough to remember the curtains, which is used to sit and just look through the window and not actually do anything. That's exactly what it is. Modern day version of the curtains, which.

[Akash Desai] (29:46 - 30:15)

Exactly. So you'll have KPIs, which is how many people buy or take your product, but don't forget a lot of this is awareness. So for me, a lot of my clients are property investors who have properties who've done well in terms of creating wealth, but not thought about how to protect that wealth.

And a lot of this is also just brand awareness. So I thought I'd just add that to, um, not making it as simple in terms of just sales. Does that answer your question, James?

[Attendee 4] (30:16 - 30:30)

Yeah, that does. Um, secondly, not all of us have products to sell. I mean, for my case, it's just, I just buy properties and sell properties.

I don't really have a product that sells. Is there any way you can apply this sort of knowledge to other aspects of your business?

[Akash Desai] (30:31 - 30:51)

Yeah. I mean, my take on that is everyone's got a product to sell. So if you're asking for, I mean, if you're asking, are you asking for private finance or are you, are you sourcing?

What is, what is it that you do, James? Or are you just buying properties for yourself? I just flip properties.

[Attendee 4] (30:51 - 31:02)

I just buy and sell. So I generally buy tenants of properties, tenants, we do the works and sell it. Okay.

[Akash Desai] (31:03 - 32:29)

So are you finding, how are you finding your properties? Is it direct to vendor? I direct to vendor or via state agents.

Okay. So again, even that you are productizing, you can productize because they're your clients. So if you've got a client and you've got something to sell, you've got, you know, effectively you've got a product.

So now you want to be, you want to think about how you're perceived to those agents, right? And the same pillars start coming to places. What pain does that agent have?

What pleasure can you offer them? And it's whether you want to go down a marketing campaign and turn it into a fully driven beast in terms of getting in front of them. If not, that's fine.

You can just do your own. But what I would say is in that relationship that you identified, you have got clients there. And again, so I used to be with Shiv.

Shiv Haria was my business partner at Lifestyle. So we had a sourcing company. So, you know, we had to market ourselves to our clients.

We marketed ourselves to the agents. We marketed ourselves to the builders. You know, everyone is looking at you in some shape in that business model that you've got for you to deliver something.

So I would say you still, you do have something and maybe whether down the line you become a source or not, I'm not, that's not what I'm telling you. But again, you want to see, you want to think about how you're perceived by other people. Thank you.

[Attendee 2] (32:30 - 33:43)

Ravana? Hi, how are you doing, Akash? Yeah, so where I'm at with it at the minute, we've been fairly visible in the last few months because we were doing different screenings, cinema screenings of our documentary.

And a lot of people have been asking when they can view it online, like if they're not in the cities that we were screening. And I've got the Irish Film Institute, we've secured a deal with them to put it on their international player, but I'm waiting for for them to give me a launch date. And once I know that, then I'll do a campaign kind of like leading up to it to let people who, well, largely it'll be to the people who've already expressed an interest, but then obviously other people who may have been thinking about it and didn't message us yet, that they could see the film if they wanted to.

So that's where I'm kind of at with my next... See, the other thing that I'm conscious of is like, because I do it through my own channels, is I can't really talk about too many different things at once. So that's the thing that's...

There's other things I could talk about as well, but I'm going to give a slot to that because that's the sort of most pertinent thing on the radar at the minute. So I don't want to be running multiple campaigns at once, if you know what I mean.

[Akash Desai] (33:43 - 34:20)

Yeah, exactly. So in the spirit of keeping things simple, what you said makes perfect sense. If you did paid advertising, then you'd be targeting different audiences at the same time.

But I think I've seen... One of the dads at my kid's school is a producer and he does marketing as well, but he only does it per film. So every time a film comes out that his company's produced, there's a whole load of marketing that goes around it.

But it's one film at a time, because if you have multiple films, the message that you're trying to get across just gets confusing. So this is Be Inspired Films and your recent film that you brought to cinema, correct?

[Attendee 2] (34:21 - 34:21)

Yeah.

[Akash Desai] (34:21 - 34:26)

Yeah. And have you figured out an avatar for that?

[Attendee 2] (34:28 - 35:01)

Well, I mean, primarily, as I say, because I'm doing it through my own channels, it's only going to reach the people that are following me anyway, unless I'm doing paid advertising. You know what I mean? So it's essentially, I guess, people who know and like me and kind of care about social issues and stuff like that, or people who are interested in gender equality or education or whatever.

They're kind of like, it's broadly speaking, the people... Because that's the thing, unless you're doing paid advertising, you're only really reaching a segment of the people that follow you in any case.

[Akash Desai] (35:02 - 35:49)

Correct. So again, not to confuse the avatar, but you've got an avatar for your film specifically, then you've got avatar for Ravana and Be Inspired Films. But when you're marketing around your movie that's come out, you should think about the avatar for that movie, which is, you know, who are you trying to reach?

What is the pain? What is the pleasure? And that messaging should then filter through on your organic social.

And although you've got a small pool, which is yours, and it's not paid advertising, again, the avatar really helps because it helps the messaging around women and your core message. And again, when you get the avatar right, everything else in terms of the marketing follows that. But I think for you, it's that film level, isn't it?

[Attendee 2] (35:50 - 36:20)

Well, I think you're right. I mean, because we've talked about it quite a bit over the last year or two as it's been out. And we've done all of that, like talking about the massive challenges that young women face, et cetera, and like all of that journey.

So at this point, most of the people know about the film. It's just this particular next bit is just where they can watch it if they had wanted to watch it. It's kind of like we've already done a lot of the talking about the film and most people know about it and what it's about.

It's more just saying now you can watch it wherever you are kind of thing.

[Akash Desai] (36:21 - 36:40)

Yeah, amazing. It's always to an extent similar to what I've got, which is I'm not looking to educate people on life insurance and it's where it's you've been wanting to get it. And this is what you need to do to take that next step.

So it's just helping that journey. So for you, then your avatar is people who want to see it. How do they see it?

[Attendee 2] (36:40 - 36:41)

Yeah, that's it.

[Akash Desai] (36:41 - 36:49)

And then everything is focused around directing traffic to this one place. So again, thinking about that, but sounds like you.

[Attendee 5] (36:50 - 37:00)

Yeah, thanks. Cool. Anyone else?

No. Well, good.

[Akash Desai] (37:03 - 37:25)

Okay. So Steve, I will take that away in terms of if I can put those two word documents up in terms of the breakdown, because I definitely found that useful. And then I am in that Facebook group.

So if you guys have got any other questions, let me know. And whether myself or Chris can answer it, we will. And hopefully you find that session useful, guys.

[Attendee 1] (37:26 - 37:27)

Yeah, really good. Thanks.

[Akash Desai] (37:29 - 37:32)

Thank you. All right. Have a good one, guys.

Take care.