Agency Reveals Favorite Long-Game Web Marketing Platform

JBayStudios' Charl Coetzee shares his choice of platform for his internet marketing agency. Tune in and discover why he prefers it above all others.

Charl Coetzee

James: James Schramko here. This is episode 921. Today, we're going across the other side of the world, and we're speaking to Charl Coetzee. I hope I pronounced that right. It's a different and unusual word, certainly around these parts. You're over there in South Africa.

Charl: That's right. Hey, James, great to be with you and the crowd, always enjoy listening to your show. And so it's super cool to be a guest here today. Thanks for having me.

James and Charl go some way back

James: Yeah, I've been looking forward to this for a long time. I've known you for many years. Little bit of our backstory, I first encountered you when I went to Ryan Levesque's high-level mastermind sort of group that I actually helped him put together as a funny bit of history there. That was in Texas. I think you were.

Charl: Austin.

James: Yeah, you were a long way from home. So was I, and we had a great little mastermind. We had lots of friendly conversations. I found out you come from that part of the world. Specifically from J-Bay, which in speaking terms, in terms of the surfing world, it's kind of like a mecca. It's sort of the subject of one of the classic films, The Endless Summer, where they were discovering capes in St. Francis or whatever, which is nearby. You got a picture of you on the wall there, in a stand-up barrel. I love that.

Charl: It's a goal for sure.

James: I got my first barrel this year, and it was such an emotional event. But of course, it's an epic wave. It's really cold. It's a little bit sharky. And there's some real superheroes from that part of the world. And so, you know, we resonated instantly when we found we had that common bond, and an appreciation and love of the water.

But also, we have other common things. You run a digital marketing agency, and you also publish information products, which was great, because you know, we're talking the same language from a, you know, what we do for a living perspective. I know that you've forged a real market over there in a different part of the world than we're used to hearing about.

We often hear about the Philippines. We obviously hear about North America, plenty of people in the UK and Australia. We hear about the programmers in Eastern Europe. What we don't hear about so often is South Africa as a supplier for the digital space. I'd love it if you could share something about that.

And then we'll sort of have a free-ranging discussion. I want to cover things like platforms, and also give you a little hat tip for episode 826. We had one of your agency clients here, the midwife surfer…

Charl: That's right.

James: ...bringing home a great case study for what you've been able to help with on that platform of 10XPRO. So let's just talk about, how did you find yourself in the digital marketing space in an untypical market?

An unusual sort of place for digital marketing

Charl: Yeah, that's a great question. And thanks for the intro there, James. Yeah, so basically, I actually, my previous life, I used to be a professional musician touring around and that's how I made my living. And at one point, I just, I was kind of keen for a new challenge. And I was just recently married. And with my wife, I decided, well, let's move to the UK, because I wanted to go and study music further.

And I know that by studying, I'm going to be in the circles that I'm going to meet, you know, all the greats and so forth. And I got to meet some very famous musicians and interviewed them for magazines and so forth. And it was super fun. But it was during that process that I realized, well, to really go all in the music, you're not really going to be home that much. It's not that conducive to start a family, and all those kind of things.

And that's when the internet marketing kind of space just started evolving. It was around 2009, 2010 around that time, and then I decided, well, let me take my knowledge and experience as a musician, and my love for teaching. And let's start a business. So we started that business, guitar lesson business, at the time. And the English speaking market was super competitive, and was quite hard to crack.

And that's when we literally just built our first site in Joomla. And then we figured out how to use WordPress and you know, it was in those ages, YouTube and Facebook was just up and coming. But then one day, I had the idea and I said, Well, why don't we do it in another language?

So my partner at the time, he was Italian-speaking. And so we built everything and we did an English-speaking market, we did it in Italian space. And then we had a six-figure business back then and it was really cool. And through that period and another circle, I met some people who knew John Lint, and I worked with John on a project together there, and then as a result of that, a lot of people came to me and said, Well, Charl, we love what you're doing with the info publishing space. Can you also help us?

And it started with websites and then copywriting and then marketing strategy. And in that case, basically, the agency was born, and I traveled back to South Africa after my five years or so in the UK. And that's when we started the agency with my wife, because she's a designer. And then I obviously had a love for strategy and just putting the whole thing together, which is similar to music, it's all about patterns and connection, and so forth.

So it was through that that our agency was born. And it just kind of kept growing, till it was too much work for just my wife and I, because we had too much on our plate. And then the interesting thing about South Africa is, technically we're a third world country. So our economy and all those kind of things, it's not great as per, you know, first world countries like Australia, and the UK and America and so forth.

But the people in South Africa, they are very intelligent, and they've got a love for technology. And they are very social people. So in that regard, they love learning. So we have a big drive for learning. And so in my town that I live in on J-Bay, because we could be independent, location independent, there's a lot of people who want to live here for the waves and surfing, but they don't want to work at a restaurant, and they don't want to do those kind of things.

So they were able to join me on this journey. And basically, I started the agency with a bunch of folks who just had a fire in their belly, they wanted to learn stuff, they wanted to serve people. And then over time, the agency grew. At one point, I think we had close to 15 people. And yeah, so everything from tech to design, to copywriting, to videography, which is a big thing, obviously, VSL, and just learning to tell stories.

So that's kind of how our agency started. And that was quite a while ago, about 10 years ago, but over the years, South Africa has also come on a map with people just learning about copywriting and even someone like Andre Chaperon is half South African. And obviously, someone like Elon Musk is probably our most famous entrepreneurial South African, obviously went to school here and all that kind of thing.

So there's that drive to build something to serve and to help. And I think that's why South Africans are really a good fit to help people build businesses as it relates to agency stuff. And also we have the currency in our favor. So a dollar goes much further in South Africa, similar to what you would have in the Philippines, than what it would go, say, if you live in an expensive place like San Diego.

So that's kind of a nutshell journey. And through all of that, I still have my love for music, and we're still publishing. So we're kind of in the field as well doing what we preach. And that's what I love. So we can actually tell people, well, we had this campaign, that's what we did, that's what we found. So we're also practitioners of the craft. So that's kind of a nutshell of, I guess, the last 10 to 12 years there.

James: It's great. So it was Elon who? He's a pretty famous export. I was going to ask about the currency, because clearly, there's English speaking, that's a huge win. That's what makes the Philippines so good. But you've also got a timezone difference, you know, which is, you know, for example, the Philippines is favorable for the Australian market. But it's a different time zone to the US market. So you've got an interesting little pocket of the world there.

And you're right, there's some really famous people from that market who have gone well, particularly Andre. He's been a guest on this show. And I noticed in Australia, in particular, the people who come from South Africa are very, very good at business. They tend to run all the retail businesses, I think they own most of the sporting chains, and they have a reputation for being fairly assertive.

And I think that's because in some cases, there's been more hardship or a more difficult environment to grow up in. I'm certainly generalizing here. And I suppose, I think these days, they might even call them developing nations, which is exactly what's happening. In your case, you're set up with the same studio that you would have in any other place, and it makes you accessible.

The platform behind Charl's agency solution

So interesting that you bumped into John Lint, and you did some projects together. I don't think everyone in my audience realizes just how far back he goes. And some people have heard the development story of the platform that he's pioneered, 10XPRO, and how that was born and utilized as an agency. But you've continued to use that platform as an agency and also for your information products to this day. They're a part of your agency solution. Is that right?

Charl: Yeah, that's right. When somebody comes to us, and they ask us, when it comes to their tech stack, what should they use, 10XPRO is always the number one recommendation. Because we use it ourselves, number one, and number two, I've known John also going way back, and the thing I love about John is being the driver and a visionary and the person that actually builds the platform, he lives and breathes that stuff.

JAMES**SCHRAMKO**

"OBVIOUSLY, WHENEVER YOU RECOMMEND SOMETHING, **YOU WANT TO DO GOOD BY PEOPLE.**"

Charl Coetzee

And we've seen too many platforms that have come and gone over the years, that were built by a marketer. And then it's like flavor of the week, and it doesn't get developed or supported and all those kind of things. And John, he lives and breathes this stuff. So I can, with confidence, use it for my own business. And then also recommend it to clients. Because obviously, whenever you recommend something, you want to do good by people, leading them, this is the platform, it's going to be around, you can build your business on this.

And so for all those reasons, I love it. And then obviously, on top of that, in my opinion, it's the best platform out there because the feature set is so specific for our needs and what you want to do, it's not a bloated feature set to try and be all things to all people. It's very specific at what it does. And it does it, like, exceptionally well.

So for all those reasons, we're massive fans of 10XPRO, it just makes things so much easier. And one of my favorite things, of course, is the app as well, for when you're building a community, because now wherever you're going, you can get a notification, someone has commented on a thread or someone has asked a question.

So when people feel that sense of connection, in a space, where, you know, obviously, we've gone through the pandemic, and it was a social distancing, and people kind of lacked that connection and marketing in essence, if you have to draw that word down to a simple word, it's connection. So I love the fact that 10XPRO is a tool, puts that in my ability to really connect with people and to serve them and to help them and not really get stressed out about all the technology and all of those kinds of things and just focus on what you do well, because that's how you can really create a category of one.

When you find your voice and you find a problem, you can really provide a solution where people feel seen, heard and understood, and if you actually help them solve problems. So it's kind of a dream come true in that sense when you think about it, the technology that you need to run a business, it's so easy. You just go to the site, you sign up, and then there's an awesome team to help you every step of the way.

James: Yeah, support is pretty strong. So you've talked about the solid fundamentals, the fact that there's a huge responsibility when you make recommendations. I certainly feel the weight of that. I've obviously been a huge advocate of it. I've built my own sites, I'm up to my third site now on that platform, one in a non-online marketing space two years ago, I started that one, and then there was SuperFastResults.

I've been thrashing the platform, actually, trying all the different funnels and campaigns and ways that you can lay out the forums and through the help of John and his team, we've been setting up JamesSchramko.com on the platform. You're right, you know, if you're an agency, and you're setting up the clients, you want the thing to be around in the future.

The part played by owning the racecourse

Do you get questions around OwnTheRacecourse? Because people ask me about that. I know you're familiar with it, you've consumed some of these podcasts. So thank you for that. And I appreciate it. I know how difficult that probably was. But tell me, how do you see it fitting into that philosophy, because of course, there is a sliding scale between control and ease of use?

So you can have no control and fantastic ease of use using a Facebook page. You could have maximum control, but very difficult to use, if you want to try and glue together bits and pieces. So what I say to people generally is that, look, you can control where you point your domain, you can control where you store your backup videos, audios, PDFs, you can control your database and download a CSV copy of it.

So it really minimizes the risk in my mind as to what could happen if the whole thing detonated, which I'm pretty sure it won't. And there are contingency plans. And just on that point, I spend quite a lot of time with John now, and one of the things that they do differently, which is really impressive, is every single time someone installs a site, they put it on its own server, its own installation. They do not share the database for all users, which is what just about every other platform does.

It might be easier to create a new site on some of these other platforms, but they're just lumping it into the same database. And now as a computer savvy person, Charl, you probably know what I'm talking about. But people listening might not realize that that comes with a little bit of risk. If someone gets taken down, they all get taken down. So what he does is, because he's quite technical and into it, he sets it up as its own thing.

So I think he's really mitigated the risk, you know, like of a fire or whatever. If one site goes down, that might be the limit of it, and then it'll be backed up and restored very quickly. But what's your take on how I talk about OwnTheRacecourse and then what you decide for the platform?

Charl: Yeah, no, that's a great question. And I think when it comes to OwnTheRacecourse, basically, it's just understanding what the landscape is looking like. Because at some point, of course, if there's platforms like YouTube and Facebook and whatnot, those are kind of channels that you can go and put some content on.

But at some point, you want to get those people, it's like, if you meet someone cool, some way at some point, you're going to invite him over to your house for a barbecue or get together and you basically want to invite him to your space, and then that's where you can connect without, you know, meeting them at some other space that you don't control.

So, of course, we'll use the other platforms like Facebook and YouTube. And it's always going to be new platforms. But you need to have a way to get those people into your own home, so to speak. And that's what 10XPRO is for me. And because the thing is, you can have great content, they've got the blogs, it's SEO, so people can still find you like that.

But as soon as they buy a product, they come into your, what we call an LMS, a learning management system. And what I love about the 10XPRO LMS setup is that you've got options there in terms of how you want to design it, how you want to put your dashboards together. And some of those kind of things, which some of the other platforms don't have.

"IN THIS DAY AND AGE, ATTENTION IS THE MOST IMPORTANT THING THAT YOU CAN GET."
- Charl Coetzee

They've kind of got a cookie cutter approach as to how the content looks. And especially when once you start getting a lot of courses, it can become unwieldy. And then it's like inviting someone to a messy house. So you also don't want to do that. So in that regard, I love 10XPRO for that reason, in the way that you can organize your content, because in this day and age, attention is the most important thing that you can get.

So even if somebody buys your course, you still need to sell them on actually consuming the course. And because then they're going to get the result. And once they get the result, they'll stick around their retention, like you've got an insane retention. And people will then obviously end up buying more stuff and continuing that relationship.

So when it comes to an LMS, like where you're going to deliver your products, I think that is super important. So 10XPRO, as all of those things bolt in. And then if you look at the forum, and you can actually have different forum threads and forum sections for different products, now you can get the conversation going, people can message members with the app, they can message you, they can do all those kind of cool things. And you can also live stream right into the platform.

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So now, not only are you delivering the content in a way that's easily consumable, it makes sense, it fits your brand, it's not some cookie cutter thing that looks like someone else's site, you can customize it to your liking. But then also, there's those boundaries in place, because entrepreneurs, you know, if you leave them to their own devices, they want to customize something to its nth degree.

And at some point, you get diminishing returns of effort. So you've gotten all the various areas that you want to kind of customize to your liking. But then you're not left with an open slate, like what you would have if you have WordPress with all those plugins, and so forth. Because very soon, that becomes unwieldy. And then you're, like, doing tech work and $10, $20 hour work, when you should be focusing on 100,000, $10,000 an hour work when you really think about what is it that sets you apart now, can you serve people?

So for those reasons in how people can consume the content, and I can connect with members, once they've become a paying member, that to me is just at the core of relationship building. Because if you care about someone, they come and visit you, your house is going to be nice and organized, you're going to be able to follow up with him, connect with him.

And if you can just emulate what we would do in real life with people that we value and respect, if you do that for your customers, well, I think that's the bedrock of a super solid business. And yeah, it's a dream come true that a tech platform out there exists that you can trust. And like you just mentioned, the thing about the different databases and all those kind of things, is stuff most people don't even think about when they sign up for platforms, but just to have that structural integrity, so to speak, from how they build it, you know, the building's not going to come caving down, because they didn't try and skimp on costs, that type of thing.

So it's these things that you don't even think about, but it's part and parcel of the software. And it's been around for a super long time. So, yeah, it just gives you that peace of mind as it relates to building your business and being able to serve people out there.

Security and feature aspects of 10XPRO

James: You know, one of the other things people don't think about is if a company's very strongly built by a marketer, and they have really strong marketing, there's lots and lots of ads and lots of lots of affiliates and all of that, there's a very good chance that that database of websites and the clients of the websites that that data is being used or sold or put into some kind of marketing campaign, you know, either out the back door, or in whatever way.

That's definitely been my concern, is it's very tempting for a marketer to take that database and use it to build an audience or remarketing list or to pixel someone's offer or whatever. So there is always that concern in the back of my mind. I think that's one reason why I quite like that the platform does not try and handle CRM, because that's a case of trying to do too much and not doing it great.

And almost always, I see people taking cheap solutions, and then having to retrace their steps and get a better solution down the track. And I love what you said about diminishing return. I used to sometimes have really vibrant discussions with John, about features. And what he was trying to do was sit beside me, we traveled together, and he would sit beside me and make me open up the laptop and just show me how I'm using my platform.

And over time, the things that I do use that other people would use got built into the system. And there's a James Schramko membership funnel, for example, that's the exact funnel that I used. There is the ability to have a look in your platform and see if people are actually completing the courses. That's like a dashboard for the website owner.

I asked for that feature because I don't want to just sell the product, I want to know that they're going through it. And anyone who sells a B2B scenario, they're going to have a sales manager or a company director that they can go to and say, Hey, here's your sales team, these three people have been through it, these three people are halfway through, and these three never logged in once. That's just gold.

Other things that I threw, a user suggestion, I asked if we could change the color of the app. So that happened recently. And it looks beautiful. I wanted to be able to contact people, if they don't log in. You know, I was using a third party platform on my current site that I'd pay extra. In fact, I would pay extra each month for this one thing that's the same cost as 10XPRO just to be able to follow people up, if they don't log in, and I was able to get that put in.

Also, I used to sell on an always closed, but always opening funnel, an automation, and that all got built in. And then I used to have this separate software to be able to run webinars, but that got built in. So talk about getting the 80:20. I mean, the things that you do use are built in. But I really, really want to reinforce, as entrepreneurs, we do get people saying, Oh, but I need it to be able to do this, or it has to be able to do that.

And often, when I've talked about this with John, we'll sort of come up with the answer, they're asking for the wrong thing. You know, they should be clicking on campaign, deploy the campaign, fill in great sales copy and driving traffic to it, and stop worrying about this little micro feature that makes no difference, that someone else has probably convinced them that they absolutely have to have.

So that was such a good point. And we don't hear that enough. And you know, it takes someone who's got marketing and technical ability to be able to highlight that. And that's what you bring to the table here, Charl. So I really appreciate that.

How the music side of Charl's business is faring

Now, aside from helping clients with their websites, and installing them, you still run your own website. So you're both a practitioner and an advisor in a way. And you said you're interested in music. And gosh, I think I've collected dozens and dozens of musicians who have memberships in my world. There's a lot of them.

But it seems like it's been a good business, especially during the pandemic. And no doubt when you were over there learning from Ryan, you would have incorporated things like quiz funnels and stuff, which of course is also built into the platform. So how is the music side of your stuff going, the information product?

Charl: Yeah, no, it's actually going great. We are seeing some great growth in one membership at the moment. And it's been a journey of understanding as an educator. Normally we think, okay, and I studied, I got a degree in music and all those kind of things, but understanding how our traditional education, how it's different from online, so I had to kind of make that shift in my mind because at some point, you want to have an encyclopedic approach to, this is how you play guitar or this is how you do all these things.

And you want to give people all this stuff. But they don't need all of that, they just need a few key things that's going to allow them to do what they want to do because most people that we serve, they don't do this full time, they didn't go and study a degree to make a living with that, they just want to have some fun.

So as soon as I made that switch in my mind and I just realized, okay, great. Let me really find out what are these that they are struggling with and how can I help them, you know, give them a few, the 80:20 thing, you know, give them 20 percent of information and techniques that they'll be able to use 80 percent of the time.

So that was massive. That really allowed me to, it kind of almost was a weight off my shoulders, because now not only do I not have to create these crazy courses, I can focus on something more simple, but knowing it's actually going to get you more results. So I love that, number one.

Funnels, content marketing and 10XPRO

And then number two, one thing that I've realized in my funnels is we have, like you mentioned, quiz funnels.

So we have some quiz funnels that are running and some are going, we're getting traffic straight from Facebook and YouTube, so to a cold audience. And then we have other funnels, the exact same funnel, but it's going to people that have either watched our YouTube videos, or they've watched some of our videos on Facebook. So they have seen some of our content. And if you want to look at the stats left and right, it's like, night and day difference.

So for example, for cold audience we'll have like a 35 percent opt-in rate at the end of a quiz funnel, whereas with a warm audience and seen our content we'll have, like, 85 percent. Right, so then that made me realize, sure, it's important to do some content marketing, and to have some stuff out there that people can consume like yourself.

I mean, here we are at episode 921 of the podcast, people can get to hear your voice, hear your approach on things and through that, people make a bond with you, and they resonate with you. And they say, Well, I love how that person sees it.

James: Or not. Like, there is a lot of content. I was just doing the numbers in my head, if an average episode was 30 minutes, there must be 460 hours of content. And I was just thinking about, you know, if you listened to four and a half hours a day, it would take you 100 days straight. So it's like three months of listening to me for half an hour a day, I do not recommend that.

I've actually got, there's two or three people who tell me they've listened to every episode, which is pretty enthusiastic. And for that, I'm truly grateful. But you're right, you've got this platform, by the way, I was one of the people who requested a blogging feature on 10XPRO. And I also requested the ability to put title tags and things for SEO, because I came from an SEO background.

So it's great that you can do these things. So you've learned that you're getting different responses from different market funnels. And I imagine you've probably gone into that little campaign builder and clicked a few of the different options to try different campaigns, it's actually very easy to do, isn't it?

Charl: Yeah, it's kind of crazy. You choose the campaign you want and then all of the pages are populated for you. And then you go and put the copy in, where you need to put it in. So the time that it actually takes you to launch the funnel is like, reduced so much. And I think the biggest lesson for entrepreneurs is to not procrastinate by saying I want this feature or that feature, because in a way, it's procrastination to keep you from launching your funnel.

And people say they want to really get a drive so that it can be successful, they don't want to fail. But failure is part of success, right? So the quicker you can click the button, get your campaign up and running, launch it, look at the stats and make the tweaks, you will get much further, much quicker than by trying to deliberate endlessly and try and get this perfect funnel together, because it just doesn't exist.

You need to get the feedback from the market and from there, adapt your content, how you say things, how you present your offer, and all those kind of things, which you can't do while you're faffing around with plugins or whatever the case may be. So yeah, that campaign builder feature is really amazing.

And the fact of the matter is, also not these endless campaigns, you've got proven campaigns, like you say, your membership funnel is there, it works. It's proven. So you not only get the tool that works, but you actually get strategic thinking, you're on campaigns that you can deploy for your own business. So once people really, and that's the thing, it almost feels like 10XPRO is one of the best kept secrets out there because it just comes with all these things that people don't know are in it.

And it's hard to articulate that in one go to somebody, because there's so many years and thinking and refinement that have gone into that. But that's why I'm loving seeing more and more people use it, the case studies, and I love recommending to our clients. So it just takes time for people to really grasp the true value that is on offer there.

James: It took me some time because you know, I struggled to build a website. I found some software that made it easy, but technologically, it got superseded. It was Microsoft computer based build on your site push up via FTP to the web type software, which at the time was cutting edge, and then it just got demolished by WordPress.

And you know, a good chunk of websites are WordPress. Maybe a quarter of all the websites might be WordPress, and it's a great blogging platform, and it does a lot of things well, but as soon as you start getting a little bit complicated, it doesn't do everything well all the time. And we had a WordPress website shop, we used to sell custom builds and stuff.

But one thing that was really interesting, we would find a lot of the time the clients would blow up the website, they would upload a new plugin or not update it or change something, it would conflict and all of that, that's really the big mess that got removed when you don't have access to all of that.

And you do not need access to all of that because that's all taken care of, like the fully hosted completely updated in the background part, you can't put too much of a highlight on this. It's such an important thing.

Bringing clients on board the platform

So I want to know, as an agency, you've got JBayStudios.com. When you recommend this platform, and a client comes on board, and you build out a site or whatever, and you do work for, by the way, I've recommended you to some of my clients in the past to do quiz funnel builds and stuff. Remember back in the day, like in the music industry?

Charl: Yeah, totally.

James: Do you hand over the login and say, Okay, well, here you go, or do you manage it for them? Or is there some sort of hybrid? And are they even able to blow it up anymore?

Charl: Yeah, that's a great question. Well, we kind of do a hybrid. For most people, I want to always equip and empower our clients, I never want to have a black box. So I say to them, here's the funnel, there's your, when we finish building it, we give them a handover document, all the copy, the links, how the funnel works, so that should they have someone in house or should they ever work with someone else that is technically minded from an agency perspective, then they can just look at this document, okay, great. These are the opt-ins, these are the tags, these three, this is that, whatever the case.

So we always have that approach so that if they didn't want to go ahead and move on to it by themselves and they can, because we typically build some specialized funnels, but then they might just want to have a simple opt-in for whatever reason. So for those people, of course, they get the logins, they can do their thing.

And then we have a handful of clients that we've worked with for a long time, we are actually their full service, in-house agency. We don't do that for a lot of people, because obviously, the scope is just too big. But so we have some people that we just handle everything for them. But for the most part, what I tell them is there's the knowledge base, it shows exactly how to do it.

If you have a question, there's the live chat, you can hop on the chat with him. And then also John does a weekly live broadcast as well. So you can even hop on and ask John a question about anything on 10XPRO. So for that reason, we love to equip and empower our clients to have the keys to the car, so to speak, but it's like, we build it up, we set it up for them. And then if they want to run with that afterwards, then they are free to do so.

James: Nice. That's very ethical and refreshing. That's good. Charl, what a great discussion. So some of the takeaways for me are that there are professional agencies who are using this tool, that you have a strong sort of foundational belief in the tool because of the founder and the backstory of how you two have connected, you've had lots and lots of successful examples, some of which have been on my show.

I know you're well-versed in all things internet marketing, because I've seen you. You get on the plane, you go to the conference. Back then, I don't think you had as many children. You've been collecting them now. Well done. That's very exciting. It's also fun hearing your accent, you know, it reminds me of Jordy Smith, of course he's a famous surfer, and his father, Graham Smith, who's a surfboard shaper.

And I actually through a very clever marketing campaign of a local company ended up with a couple of Smith surfboards and that's the one that I got my barrel on. So I've got a connection to the Smith family and good waves.

What listeners can take away from the chat

So Charl, what would you like to be your sort of wisdom at the end of this discussion that you'd like someone to take away from our conversation? As someone who's doing information products, and operating as an agency, what would you like to share?

Charl: Yeah, I would just say at the end of the day, it comes down to connection and just revealing to people who you are, what your views on the world and how you can help them. Because once that human connection is in place, then everything else will just follow so much easier. So whether you're running an agency, whether you're running information product, don't try and put everything behind a paywall.

Actually let people get to know you. Show them what you can do, and play the long game. Because at the end of the day, that is when the results start kicking in. And just have a long-game view, make sure that you can form solid connections with people and that you can demonstrate how you can help them.

And finally, don't mess around with complicated technology, because that prevents you from doing everything I've just told you, because now you're going to sit and struggle with things on a website that doesn't work or whatever the case would be. So make sure that you get someone to help you with that in that regard.
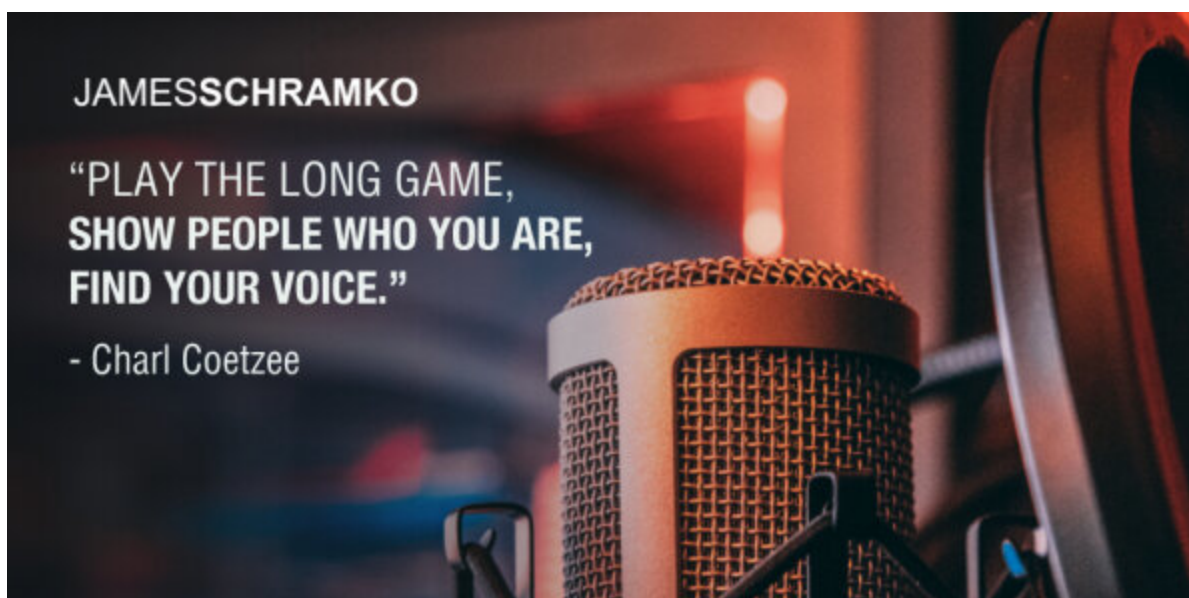
And that's where 10XPRO just makes it so much easier. And that allows you to form connection, and to not have to worry about rebuilding something every year, because there's a massive switching penalty, right, when you change platforms or those kind of things? So hopefully, that's useful. Play the long game, show people who you are, find your voice.

And the only way to do that is just getting out there and talking to people and creating value. And then at the end of the day, when people, once they get your heart and the essence and authenticity of who you are, no one else can compete with that. There's only one of you. So I would recommend going all in on yourself and play the long game.

James: That's it. And I'm pretty sure if you're listening to this or you decide to take on 10XPRO and you want some professional help, I'm pretty sure JBayStudios.com is listed in the resource Rolodex for approved 10XPRO agency helper types.

Charl, always great. I wonder how long ago it was that we met in Texas. It was a great number of years now, I imagine.

Charl: Yeah, I think it was 2015, if I'm not mistaken. Oh, no, no, yeah, it's all a blur with the kids and pandemic.

James: It probably was six or seven years ago. It kind of proves the point about the long game. You know, it's like every time I talk to you, it feels like no time has passed. We've got a great connection. And I appreciate all the help you've given to people I've have sent over to this hidden paradise pocket of the world where they're doing great things.

And I hope we can catch up in a future episode and also speak to some of your 10XPRO customers on this show. Maybe we can feature a couple more, you know, who want to come and share their story and get a little bit of airplay for their product. I'm all about supporting people who are giving it a go and supporting the platform. So I really appreciate it.

Charl: No, that's awesome. Thanks so much, James for having me. And yeah, I look forward to connecting soon and have a great rest of your week, mate. Cheers.

James: Thank you.

JAMES**SCHRAMKO**

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