Peter Margaritis: Hey, welcome back everybody. I'm really excited to interview my guest today because it is 3:45pm eastern standard time, and my guest is in Australia and it's 5:45am in the morning. And to be honest with you, before we get started, I was explaining to Jurgen that, you know what, I couldn't do an interview 5:30 in the morning. There's not enough coffee to make me sound intelligent or anything like that. So first and foremost, thank you for getting up so early, and to thank you for being a guest on my podcast.

Jürgen Strauss: It's a privilege to be with you, Peter. And I'm really looking forward to our conversation today. I haven't had any caffeine yet, but normally I'm up this early in the morning to get up for a morning bike ride. Right. So I usually have enough energy to do something sensible.

Peter Margaritis: Well, I will try to make this as sensible as possible. And now the tables have actually turned, because two weeks ago I was interviewed on Jurgen’s podcast. And had such a blast on it that I had to have him on mine, and he was gracious enough to give me his time to interview him. And I want to come out of the gate and ask this question because as I was researching you, you have your marketing….I'm gonna say marketing enthusiasts. Okay? Because I mean, what I love your website. I love what I've learned. But you make this statement that you want to make marketing, you want people to make their marketing more human again and what do you mean by that?

Jürgen Strauss: Yeah. Well, it's a great question and it, as an accountant who, you know ,you wrote the book, *Taking the Numb out of Numbers* and in some ways, this is the marketing equivalent of that, so. In this day and age, we have all these tools, you know, this artificial intelligence. These automation tools that people use, and there's all this conversation around funnels and around getting traffic to your website. Well, for a start, I'd like to see us talk not about traffic but about people because we're actually interacting with people, not traffic. So, I don't want cars and bicycles and trains and so on coming to my website.

Jürgen Strauss: I want people to come to our website. And then when those people arrive at that website, instead of having funnel setup. So, we talk a lot about funnels and getting a lot of people into the top of the funnel and filtering them through. I like to think of people having a journey, having an experience and so that they go on a journey. And their journey is, you know, there's really actually four journeys, if you break it down.

Jürgen Strauss: The first one of those is people want to learn, but they may not do anything more. So, they find a website. Whether it be, let's say , it's an accounting website and they want to learn more about a topic. Let's say, they want to learn more about how to maximize their cash flow. But then the information there is enough for them. It gives them enough to go away and take some action and improve their business, improve their life.

Jürgen Strauss: If it doesn't give them enough. But if they're impressed by what they see, their next journey is starting a relationship with the business and with the people in that business, so they might sign up for our again a lead magnet. That's another term that is the, the non-personal, non-human interaction. So, they sign up for some more information so they can learn more, so they can take the next steps. They might join a community. So, there might be a community there of people where the business, the people in the business, provide a lot more information to that community. Also, there's interaction between the members of that community, so that they are on another journey again. And then, of course, the fourth journey is the one where they actually buy the product or services that are on offer there. And even after that, marketing hasn't ceased.

Jürgen Strauss: So, I have this 12 step marketing journey where I say that that's only sort of

two-thirds of the circle, if you like, of the total customer journey. Because at that point, the experience that the customer has after they've spent money with you is probably the most critical one of keeping that person as a customer for a long time, for life.

Jürgen Strauss: And then how to use their positive experience in your marketing by having them talk about you, by providing reviews by generating referrals, and also how do you deliver even more value to that one customer because the other thing we know is that it's much, much harder to bring on new customers from, you know, the big wide world, than it is to actually sell new services to an existing customer. Where you already have that wonderful relationship. So, it's really all about treating people as people. Focused on relationship. Rather than, you know, and I like to say, well, let's start with the whole language around. Let's not talk about funnels and traffic, and its people and relationships.

Peter Margaritis: Oh my god, I love that I because as you were describing this and I'm thinking, okay, you said the lead magnet. The click funnels, rented media and I just, yeah. But it's really just comes down to people, comes down to relationships and created that relationships, an online virtual world because our website is one of our biggest marketing tools. Correct?

Jürgen Strauss: That's right. It is. It's one place where people all around the world can find out more about us. Just as you've done in, you know, researching me in preparation for this podcast, so people can do their research on a business anywhere in the world in terms of does this business have the product or service or knowledge that I need right now.

Peter Margaritis: But I keep hearing that the attention span of most people go to a website is like five to seven seconds. Do you buy into that?

Jürgen Strauss: To some degree, yes. You've got about five to seven seconds to capture their attention. But again, if you think of it in terms of what's the customers experience. So, think about when you go to a website to look for something. So you've probably got that five to seven seconds span where unconsciously in your mind you're saying to yourself, is this the right place? Can I find the information I'm looking for here right now? And You know, you'll very quickly say yes or no. Unconsciously. And in that five to seven seconds span, either move on to the next website or back to your search engine. Or your say, “No, this has got my attention.” And the moment it's got your attention, then you say okay, I think this is the right information. Am I in the right place now? And then it's kinda like, you know, that core human need. Do I belong here? Is this my crowd? Which is a human interaction. And if people who are putting together the website, think about their customer experience right from the get go. That's what I mean by the human marketing.

Peter Margaritis: Yes, there's a number of websites. I'll click on, and if it's heavily driven with content and text. My unconscious is saying, you don't have time to read all that.

Jürgen Strauss: Yeah.

Peter Margaritis: You need something you might read it later. But you need something to catch your eye, to make you come in. Yeah, and but we don't want just anybody coming to our website. I mean, people can just find us, but we want to drive a certain audience to our website right?

Jürgen Strauss: That's right, yes. It's the whole idea of the ideal customer or the dream customer. I think you know we do this exercise, very early on. I guess what we start out our whole marketing program with our clients in…we start with what we call a lighthouse and this comes from my friend George Bryant, who developed what he calls the lighthouse method. So, he's got this analogy that the lighthouse is the beacon of light you shine out into the world.

And it doesn't matter what happens in the outside environment, whether there's storms or hurricanes, or typhoons or rain or wind or cold or whatever it is. That light is shining, and it's a guiding light that is always consistent always congruent with your message and so on. So, that's the analogy of your message from your business, and the way we use that in the first step is to ask why are you in business? And what do you actually do?

Jürgen Strauss: And then the second step, following on from that is the ideal customer. So,who do you do it for? Who is your dream customer? And then get very specific about that dream customer, and then your message that congruent message is always directed at that dream customer. So, a lot of people might find your website, but the dream customer is the one that you want to say, “Ah, this is what I'm looking for. I'm in the right place here. I want to find out more.” Whereas, if they're not a dream customer, they'll see that, and they'll go somewhere else. So, look for something else. And this is a really hard thing for a lot of business owners to get, and of course I know I made this mistake at the beginning of my business for a long time. Because in the beginning, you're trying to grow your business you're scrambling for enough revenue to make it sustainable, and so you take on anybody that comes your way anybody that says, “Hey, I want your help. Can you, I'll pay you to do this for me.”

Jürgen Strauss: And, the problem is, as I've learned is sometimes when you take on the wrong type of customer. It just ends in tears and, you know, it's a bad experience all around. Both for the customer and for you.

Peter Margaritis: Yes. Well said, about first starting a business. We’ll take anybody. And, trying to start the business and your at a point in time that, you know, ‘I need to really focus in on who my ideal customer, who's that target audience.’ And, I was looking at some of the materials that I was able to download for free. And you mentioned pain. I tend to think that, well I am very guilty of this, I've gotten better of it. We don't think about the audience. We think about what we have for them, which might be incorrect. I need to understand them, so I can marry up, how will I cure their pain.

Jürgen Strauss: That's right, yeah.

Peter Margaritis: And I just recently had this person who was in one of my courses, there was a two part course, and she has homework to do. And she would normally do like a slideshow and basically a PowerPoint slides in order to get her message to her audience. She created a video and was trying to explain how her organization could cure someone's pain and did it visually, which I applaud her for doing that. I mean, I thought that was very ingenious because that goes that five to seven seconds right there.

Jürgen Strauss: Yeah, yeah

Peter Margaritis: So, in thinking about your ideal customer your dream client. We all dream. And going through this process. How do we, how do we want get them to move towards me?

Jürgen Strauss: Yeah, great question. So, first step. I mean, you say we all dream. And what I've learned in doing these exercises around identifying the dream client is if you just kind of leave it abstract like that, it becomes very difficult to do. And I even find that very difficult to do. So, where we start from is, and of course, this this assumes that you've already got some clients in your business. Where we start from is to say, “Who's your favorite client? Who's somebody who you love being with? You get out of bed in the morning at five o'clock and, you know, really excited to work with them. And you probably work with them for free if they, you know, if they couldn't pay you.

Jürgen Strauss: Let's say, there was a global pandemic and suddenly all their funds dried up. You'd still work with them for free until they got back on their feet because you really like working with them. You actually make a big difference in their life. So, you pick that person. And then we say, okay, let's build a really deep understanding of what drives them. What their needs are? What their pain points are? And also, what are their aspirations? Where do they want to be?

Jürgen Strauss: And then that transformation. And, that's why I talk about transformational marketing. That transformation is where you've got to see whether you can insert yourself. And, you know, if they're a really good customer then I'm guessing that they value what you do for them. So, that's where the transformation is that you're helping them make and the journey that they're on.

Jürgen Strauss: So, then we do an exercise where we say, well, let's clone that customer, in inverted commas. Right? And, there might be people might say, well, I've got three or four that I really love working with. So we say, okay, that's great. Well, let's start off with one and let's bring, you know is, let's say it's Sam. Coach is my ideal customer. Let's say she's built on one of my clients. But let's say there's another client that I also love working with. Well is she like Coach Sam. Yes, she is. But there's some other things that she has that Coach Sam doesn't have. So, you kind of amalgamate those in and that builds this person. This fictitious person, so Coach Sam is actually a fictitious person but build from attributes that I've learned about my dream clients or my, you know, the real clients.

Jürgen Strauss: Then to your question about the message, how do you attract them?

When you know their pain. When you know where they want to go to. You know, you talk about the transformation and the message is really…So, you know, you'll talk about from a good example. I mean, let's take lawyers, for example. If you're in the lawyer space, and let's say you're a divorce lawyer. So, somebody's looking for help with tax law. Jumps on your website. They're not your ideal client. So, you want to be very specific about if, you know, if you're, I don't know, struggling a little bit here with the right message.

Jürgen Strauss: But in terms of divorce, so that,you know, their pain is they're going through a divorce. Right? And they might be unsure of how to manage that with causing them grief and stress and ending up in courts. You know, their ideal situation might be okay. The relationships broken down. We're going to go our separate ways, but we'd like it to be amicable. We'd like the process to be smooth for both parties, so that it's dealt with quickly. And everybody goes, their separate ways. And there's no bad blood and all the finances are dealt with. And, if there's

Children involved that they're taken care of and looked after, and you know their best interest accounted for.

Jürgen Strauss: So, they are the aspirations. The pain is, you know, I'm afraid that none of that will happen. That it'll actually be a protracted legal battle. Everybody will get hurt through it. It'll cost us a lot of money. So, that's what you talk to. So, you start off with saying, Yeah. Are you worried about your divorce ending up as a protracted legal battle costing you a lot of money, blah, blah, blah? We can take care of all the logistics for you and we can turn this into a very positive experience.

Peter Margaritis: So in doing that, if you get your ideal clients…I'm in the process of doing this right now. As you were talking, I’m somewhat doing this. I'm asking them, I'm getting them on a zoom call and going, what keeps you up at night? Yeah, I've had about 12 interviews over the last 30 days. And it became very clear by the third interview, and this isn't it within CPA firms and CPA is in business and industry, became very clear to me what the issues were so it validated what I thought. But I got it out of their mouths and in their language.

Jürgen Strauss: Exactly. Yeah. So,

Peter Margaritis: So by doing this…this is the first time I've done this. By doing this now when I designed the marketing around it, I'm not using my words. I'm using their words.

Jürgen Strauss: That's exactly right. So that, that's a real key part of making marketing human again. So well done.

Peter Margaritis: Thank you

Jürgen Strauss: You know, you, you said something to me on my podcast. When I interviewed you, when you are as a guest. You said listen in, or hear it in their words or listening their words. Which I thought was lovely, so I've actually adopted that as one of the things I say when I talk about, you know, and speaking to your customers. I mean, talking to customers is a really key part of making marketing human again. When we do the ideal client exercise, we don't do it in a vacuum. I mean, if you start off with somebody that you've got a good relationship with. You’ll have some knowledge of what drives them, and what their beliefs are and what their pain and what their aspirations are.

Jürgen Strauss: But a lot of the times we really dig deep into that. And as a result, people will say, ‘Oh, I don't know’ to a question that I might ask. And I said, well, there's an opportunity to have a conversation with a few customers, so that you can answer those questions. And so, that's a really good way I think to enhance that understanding of your ideal client. And then, as you said, listen in their language. And write that down even record if, you know, if they're okay with recording those conversations record them. Get them transcribed and use their language. So again, coming back to what I said right at the beginning, you know, you're not talking about marketing funnels or traffic to your website. You're talking about people, and you're talking about customer journeys and customer experiences.

Peter Margaritis: Yes, and I'm looking at your ideal client worksheet. However, there's a word in there that we talked about on your podcast, the ideal client empathy worksheet. Now that's about the human. We have the ability to empathize is try to put ourselves in their shoes, and understand what they're going through.

Jürgen Strauss: That's right. Yeah, so, um, so we actually do two key steps in this ideal client exercise. And if you go on to the internet and look for ideal client, you'll get a lot of avatar worksheets that asked questions like: How old are they, you know, they male or female, what demographic? Where do they live? What sort of car do they drive? What profession are they in? Family status? And so on. That's all important to know because that's all part of knowing who the other person is, and being able to have a conversation with them, because there'll be

things that you learn there that you have in common. And that are an intersection and start up for a conversation, but they don't really help you market in depth to them because you really want to know a whole lot more. You want to know their pain points and their aspirations. You want to know what are some of the beliefs they have, in particular, you want to know what are some of the limiting beliefs they have.

Jürgen Strauss: Most people have limiting beliefs around money, which, you know, to somebody in the financial services industry or accounting might be really interesting to know what are the limiting beliefs, your potential customers have about money and how can you

help them, you know, address those limiting beliefs or remove those limiting beliefs, and be more successfully financially with their financial situation.

Jürgen Strauss: Also, you know, how do they like to be communicated with. So, I mean what language do they use is one thing that you've mentioned, but also, you know, taking that up to a higher level. Are they a visual communicator? Will video work, you know, do they like to watch videos because they're a visual communicator, or are they an auditory communicator primarily so they actually prefer to listen to people speaking? They're not so much visual. Or are they what's known as a kinesthetic communicator, which they're the people that talk about, you know, this doesn't feel right. So, you can adapt your language in a way that connects with those people and actually resonates with them. That's not to say that, you know, you have a different message. It's still the same congruent message. It’s that Lighthouse shining. It's consistent light but you adapt the language so that they hear it in their words like you said.

Peter Margaritis: Right, and on this journey, to describe earlier, so they want to come and they want to learn more. So, if we've got the ideal client. And we've got him to our website, they can either go, ‘Sorry, I'm leaving or let me learn a little bit more about what's going on here.’ And this is where you use your podcast to be that learning moment.

Jürgen Strauss: Hmm. Yeah, the podcast is certainly for me, one of the big ones where, you know, people can listen to the podcast is it's, there's no cost to them. There's no commitment. There’s nobody there holding them accountable, which is often people feel as though, and I mean, I have this I'm aware that I’m like this I gone to a website and I'm looking for information, but for whatever reason I'm not ready to commit. So, I'm not ready to actually engage in a conversation. I'm not ready to put in my email to actually get emails sent to me because I just want to be anonymous at that particular point in time, but I do want their information. So, you know, you need to cater for people that are at that point. And, you've got to find that balance of providing enough really high value information that they're impressed with you to the point of saying, hey, that's, that's a really good match for what I'm looking for right now. Firstly, and secondly, this person either really knows, well, this person really knows this stuff, but beyond that this person has access to other people that are experts in their field so that if I were to enter into that world, it wouldn't only be that business. It would be all the businesses, or people in their environment that I'd also have access to in some form.

Jürgen Strauss: So that's where the podcast, I think for me, plays a big role because I've got lots of wonderful guests, like you, that come and talk to me about their expertise and so I can share that with my audience. So, I'm not an expert in Improv, but I've got Peter Margaritis on speaking. So, I've got an episode there that people who are interested in Improv, and interested in how that can inform their marketing message because that's my audience though so well this is very unique because no other marketer has Peter Margaritis on their podcast talking about Improv.

Peter Margaritis: And for the kind words. I should give you and Australian $5 bills that I have.

Jürgen Strauss: That one's actually no longer legal currency, though I have to tell you.

Peter Margaritis: Okay, I'll keep it in my wallet.

Jürgen Strauss: I think the bank might still take it.

Peter Margaritis: So let's give a plug on your podcast right now. The name of your podcast is?

Jürgen Strauss: Well, the one you are on is the Innovabuzz podcast and people can find that in a Innovabuzz.com. But, I also have another podcast where I kind of indulge myself and tell some stories and it's called Tales of Marketing Transformation. So, it's subtitled of Let's Make Marketing Human Again. That's my catch cry on that one.

Peter Margaritis: Trademark that my friend, so they can find it. Also on your website, and we'll put all this stuff in the show notes, as well as, on Apple podcasts and all the major podcast platforms out there. Correct?

Jürgen Strauss: That's right, yeah. Yeah, it's on pretty well everything that I could find as a podcast platform.

Peter Margaritis: And to date. How many episodes. Do you have now?

Jürgen Strauss: Well, we're approaching episode 300. Well, I've recorded about 306 or 307, and I remember the exactly the number that we published last week, but it's probably coming up to 292 or something like that. Yeah, we've got episode 300. I mentioned George Brian earlier. I'll give him another plug because he's coming on in episode 300, and he is an amazing marketer, he's one of my role models. He talks about relationships always beat algorithms, which is all about making marketing more human.

Peter Margaritis: Absolutely. I absolutely love that concept and how you've described it, and what you're doing with it. And so, my question. So I've got, I've gotten in this journey and now they buy from me. I personally I think this might be the hardest part.

Jürgen Strauss: Yeah, this is the hardest part that a lot of people get totally wrong.

Peter Margaritis: And I'm probably one of them. They bought from me and deliver the goods and deliver the services, I should be following up.

Jürgen Strauss: Hmm. Yeah, there's two, there's two aspects to that. So, the moment people actually buy from you. They're already having, you know, the moment they part with their money, they're already having some second thoughts. So it's, you know, the buyer's remorse scenario. And of course, the bigger the financial investment that they make with you, the more substantial that buyer's remorse is. So, the moment someone pays you some money, you need to take steps to make them feel as though they've done the right thing. I've made the right decision. So, don't wait until the first meeting, if you're providing a service. Don't wait until the product is delivered to kind of have the next interaction. Keep those regular touch points going. So, you know, it might be as simple as sending an email straightaway. Following up their purchase that says congratulations in investing yourself. And talking about again, you know, we're going to take away these pains and we're going to make help you make this transformation to this after state. So really just reinforcing that message.

Jürgen Strauss: Also educating them on, here's the next steps in here that here's how the next

stages of this journey is going to work so that a lot of people in marketing focus a lot on

getting to that sale. And then I kind of say, well, okay, our jobs done marketing's finished, but that's really only, I mean, that's only part of the whole journey. So, the marketing is still ongoing after the purchase. And, it's just a different relationship right now. It's a different journey that that person is on then the journey of somebody who's just come into your website and wants to learn more. So, they're on different journeys, and you need to meet them where they are at the journey.

Jürgen Strauss: So, you know, a couple of a classic ones that I think are really bad mistakes and this comes back to the automation systems. So, I've bought something. And I've had this happen to me at least five times in the last few weeks. I've bought something, and then I get an email in my inbox the next day that's promoting that same product that I've just bought. So, it's kind of like you know you haven't even acknowledged that I've already purchased this product. You’re Still trying to sell it to me.

Peter Margaritis: Right.

Jürgen Strauss: And that just, it's just, you know, I mean, I know what's going on. But I think people don't understand that. That's because the automation system is set up in a way that it doesn't actually track that somebody's purchased, and so they've got to get different emails.

Somebody doesn't understand that. And I say, well, you know, there's a disconnect there. It's an incongruent message and also the relationship is hurt, you know, I mean, people talk about relationship banking. So that's actually a withdraw from that relationship bank. Then the next thing, of course is the ongoing relationship. So, now that now you're providing a service to someone, or you've provided a product to somebody. Making sure that they have, I mean, this is a big one accessibility and accountability is a big one.

Jürgen Strauss: So, if you think about training courses. How many training courses have you bought that you've kind of paid the money, tucked them away. You've never done anything more with them or maybe you've had a look at one or two of the early modules, and you haven't gone any further. Now, I'll put my hand up and I'll say, I'm sure that 90% of the ones I've bought are like that. And that's just human nature. So, there is enormous value when people have training courses or books that they provide to their clients in having some sort of accountability and accessibility. So, accessibility to the people that provide the training and accountability, where you can follow up and say, well, you know, how did you find module one?

Jürgen Strauss: Some of that is building a community around that. Some of it is just in the ongoing communications. So, you don't just publish the training program, you actually have some ongoing communications with them to find out where, you know, where you can help further, and of course, then that brings up what you're asking, which is, you know, what else can I do for them because then once you engage people in that dialogue and have the conversations, like you said before. Invite them onto a Zoom call if they're having difficulty listen to what they tell you, you have the opportunity then to come up with a whole lot of new ideas of how else you can help them. How can you help them make that transformation? So, it's not just, okay, I've made the sale. It's done.

Jürgen Strauss: I think as a business, if I'm providing a service or a product to my clients that I have a responsibility to do everything I can to see that they actually achieve their end goal. So, my end goal is not my sale. My end goal is to see my customer achieve their goal.

Peter Margaritis: Absolutely. It's amazing. We're not in a transaction business. We're in a relationship building business.

Jürgen Strauss: That's right.

Peter Margaritis: I've been a former banker. I was taught that very well that this is a relationship, not a transaction, and when you brought the relationship management backup.

But so many people in the marketing, what frustrates me, I saw like on LinkedIn. I get a lot of requests of people trying to immediately sell me something because they see three letters behind my name that says CPA, and we can help your firm out. You don't even…you did a search CPA, but you have no idea what I do. And to me, that's just throwing spaghetti against the wall, it goes to the fact of it's not human. I'm trying to create these funnels and lead magnets and stuff. And, maybe I can catch somebody, versus actually going through looking at

who you're going to send to is this the right person. Is this, is this my ideal customer or client? If it's not, don't market to them.

Jürgen Strauss: Yeah, well that LinkedIn, the LinkedIn spam, as I call it is, yeah, that's one of my favorites. It's luckily, LinkedIn is a platform where it doesn't happen hugely. I mean, some of the other social media platforms is really bad. And of course, the email. I mean, I'm sure everybody gets hundreds of spam emails all the time. But on LinkedIn, that's my favorite. No, no, is either somebody sends me a connection request saying, yeah, I can help you. We can get more traffic to your website is one that I get a lot or your websites not ranking number one on Google.

Jürgen Strauss: Is the other one that I get quite a lot. And we can rank you. We guarantee that we can rank your number one. And I always laugh at that one because first of all, How do they know? They don't say which search term I'm not ranking number one for. How do they know what I want to rank for? And secondly, even Google say they can't guarantee number one rankings. So how can somebody else guarantee and outsmart Google who, you know, I don't know how many employees they have now.

Jürgen Strauss: When I first started talking about this story. It was 13,000. I'm sure there will over 20,000 now of the smartest people on the planet. And how are you, a small business, gonna outsmart Google?

Peter Margaritis: Right.

Jürgen Strauss: So, but yes, you're right. I think, you know, LinkedIn is a fabulous tool. But you need to use it to build relationships. Build relationships with people and connect with people who, you know, it makes sense to connect with. So, I get lots of connection requests, and I look at them, particularly if people don't take the time to customize the message. So, you know, they might say, oh, so I had one recently and I thought, well, that's nice. So, I listened to your podcast, episode with and I can't remember who it was, but they actually mentioned the person. And they said something that captured their attention on the podcast. So those specifically talked about what they took away from that podcast. And then I said, I'd love to connect on LinkedIn.

Jürgen Strauss: And I thought, that is a beautiful example of how to actually reach out to somebody and connect because they've taken the time. First of all, I've actually taken the time to find out something about me. They've then taken the time to send me a personalized message and the connection request is Let's Connect. That's nothing more. So, I connected with that person. I normally follow up with a note telling people about the podcast, because that's publicly available and many people who connect with me might not know about it. So, I say, hey, there's a podcast here in this case. I checked that person and noted that he was connected to a couple of podcast guests that I'd had on a few years ago, and I said, I'm glad you enjoyed the episode with so and so. Did you know that I also had x and y on the podcast? You might like to have a listen to their episodes. So basically, given something back without any expectation and then I normally closed with ‘Let me know if I can help you in any way.’

Jürgen Strauss: Which is an open invitation to anything. So sometimes people come back and

respond to that. And there'll be a conversation going back and forth. Sometimes they don't. Sometimes they just say thanks. And that's it. And that's fine. But that's building a relationship.

And at some point that relationship might lead on to something else. It might lead on to business. It might lead on to doing something together as a JV. It might simply lead to them, well, it might lead to them coming on my podcast. Because if I had done a little bit of research there and think, wow, this is a fascinating person I might explore them some more. And I might say, ‘Hey, would you like to come on my podcast?’ So, then you know there's various journeys that that relationship then might take.

Peter Margaritis: Absolutely, and I love, you know, I'm walking away from this conversation rethinking a lot of my other marketing that I've been doing, and going back to what I grew up with What I know best. I love building relationships. I don't like people coming in trying to sell you merely, and they don't know anything about me because there is no relationship. In that relationship, there's got to be some level of trust.

Jürgen Strauss: That, that's right.

Peter Margaritis: And it doesn't it doesn't happen overnight.

Jürgen Strauss: You have to earn the trust first.

Peter Margaritis: Exactly. So, as we begin to wrap up. And this human marketing. I just love it. I love it.

Peter Margaritis: What, what else this my audience need to know. So, if you think of some parting thoughts, whatever. What, what should they always remember and think about when you're thinking about marketing, and human marketing at that.

Jürgen Strauss: Yeah. Yeah. Well, I guess, you know, we've already said that it's relationships, not transactions. I think that's an important thing to remember. The whole languaging thing. I'm looking at a lot of my stuff. I mean, I'm guilty of having done this in the past, and I've probably still got language like this in various places. So, I'm kind of going through things as I revamped some of my material and some of my training programs to address those language things there. But I think the key message for me and it's always where we start as be really clear why you're in business and what you do. And, who your dream client is and make that as narrow as focused as you can. And, then just obsess over that dream client, over of those dream clients.

Jürgen Strauss: Really obsess over them. And when I say obsess over them, you know, really understand what drives them, what their pain points are, what their aspirations are, what's the journey that they're on? And what's the transformation where you can actually add value to?

Peter Margaritis: Absolutely. It starts at the beginning of understanding your audience, and I'm talking about your audience of ideal customers and I love the word obsessing over it. Just, thinking about it at all times. What, what have I missed researching doing, finding, digging. And,

once that piece is done. I'm not gonna say everything else is simple, because it's not.

Peter Margaritis: But you have, you have to as your, your metaphor, the lighthouse. Yeah, you have that vision. You can see out and you have a clearer picture of who I want to do business with and not just anybody who's check will clear.

Jürgen Strauss: That's right, yeah.

Peter Margaritis: Well, Jurgen, thank you so very much. One for getting up so early to I absolutely love this conversation. I enjoyed my time being on your podcast. I hope you've enjoyed your time on mine.

Jürgen Strauss: Yeah, it's been wonderful. I've had a blast. Thanks, Peter. I'm really appreciate the opportunity too.

Peter Margaritis: You're more than welcome. And I have to promise that we're going to continue to stay in touch because I, I didn't know you three weeks ago that I met you two weeks ago, and I’ve not stop talking about your podcast and website, and we'll put all that stuff in the show notes. I really enjoy it. I just have a conversation with you so easy to talk to. And you're so wise.

Jürgen Strauss: Man, you sound very old.

Peter Margaritis: No, I didn't mean I didn't mean it that.

Jürgen Strauss: I’ll own that and where it is a badge of honor.

Peter Margaritis: Thank you. Yeah, do you really enjoy your winter because you're coming into the winter season now so I hope you enjoy your winter in Australia. Please stay safe and healthy and keep away from that Corona thing.

Jürgen Strauss: Yeah. Likewise, Peter. Wish you all the best. And yeah, I look forward to staying in touch and enjoy your summer. And yeah, I hope the corona situation eases for you as well. I know you know it's been pretty tough over in the US. I think we've got off quite lightly. But you know, it's still early days.

Peter Margaritis: True and but I mean just on a side note, the fires that you guys endured in your summer was just, I think the word was horrific.

Jürgen Strauss: Yeah, that was, that was the worst I've ever seen it, and it was I was looking at a video. Somebody put together. Recently, and there was a conversation around the fires, and how that was the defining moment of 2020. And, of course as we know now kind of shrunk into the background.

Peter Margaritis: Right. But that's, but I said, I wish all the best health, happiness and hopefully things will become somewhat of a new normal and begin to stabilize out and we can enjoy ourselves again. Yep.

Jürgen Strauss: Yep. Alright, well thanks, Peter. All the best.