

Selling Disruption™ Show

With Mark S. A. Smith

*How to Disrupt Business Sales
with Facebook Live Video*

Terry Brock

Mark S A Smith: I met Terry Brock decades ago through the National Speakers Association. He really impressed me with his knowledge of technology because we are fellow radio geeks. You'll notice that both of us have radio voices. Terry is a master at using technology for spreading the word, otherwise known as marketing in the world of Selling Disruption. He has been named one of the Top 50 Over 50 Marketing Thought Leaders. That's right. He can claim to be a thought leader because others have said he has been a thought leader by brand quality. He also is the co-author of the bestselling McGraw-Hill book, Klout Matters. It's about social media and how to be most effective with it using Klout as the measuring stick.

I am just delighted to have my longtime friend and fellow geek, Terry Brock, be on the Selling Disruption Show to talk about how to disrupt marketing with social media. Welcome, Terry.

Terry Brock: Mark, it is great to be with you today. Let's make some magic.

Mark S A Smith: Let's make some money.

Terry Brock: Yes, indeed.

Mark S A Smith: You've been doing this a long time and disruption has always been what you've been about. Tell me how you have helped your clients disrupt the marketing with social media.

Terry Brock: I like to use a number of different tools and I like to use the principles that work. I find that if you combine those, then you get the best of both. Since I started back long, long ago, I thought, "Let's use technology." Not just because it's technology, geeky and fun, which that is a good reason, but bottom line is how does it help? When I went to business school, we learned that it was really important to make a thing called profit. I like that idea. Being for profit is a good idea. I've just said, "Okay, let's find the technologies that's out there." The types of tools that people are using. How can we put a little twist on that? That's what I talk about in professional speeches that I do around the world and in the columns that I write. I write a lot for business journals. We have 43 papers coast to coast. I get a chance to show readers, "Hey, here's a new tool that's out there that can really help you."

For me it's exciting. I just got back where you and I got a chance to get together at CES, the big show put on by the Consumer Technology Association. There with 175,000 of my closest friends and looking at all the new tools. Now we're seeing what's happening and I'm interested from the business point of view what's working.

Mark S A Smith: Yes.

Terry Brock: Not just what's new, but here's what's working.

Mark S A Smith: That's it. It's all disruption. So much disruption going on at CES. I've been working a lot of the CES insights into my most recent speeches, too, about the future of business. What is it that you see coming down the pipe that is disruptive in the world of marketing and generating disruption in the market?

Terry Brock: I think there's a lot of trends that we see, but the strongest one by far is video. We've seen video coming. We've known it's there. I've been talking about that for a long time. Now there's different kinds of video. Of course many people know about Skype and how you can use that. I've been working with Skype for ... Well since it came out. Actually they saw what I was doing at Skype and they asked me to come onboard. I became the chief enterprise blogger with Skype.

Mark S A Smith: Very cool.

Terry Brock: Saying, "Here's something you can use." They were known very much for grandma and grandpa talking to the grandkids on Skype. That's wonderful. We all have personal and family ways we use it, but I was saying, "Here's how you can use it for business." Skype said, "Hey, that's what we want to do." I came onboard and used it and still love Skype. Had a wonderful time with the great people there. Today I see there's different kinds of tools. Skype is good for certain kind of communication, but there's others today. Notably Facebook Live and from a competitive point of view, from a disruption point of view, some of the tools that are out, like Blue Jeans and now Zoom as of just a couple days ago. Zoom offering a plugin that works with Facebook Live that can really give you a competitive advantage, disrupting what the competition is doing.

Mark S A Smith: Well it's entirely possible we have some folks listening that are saying, "Terry, that's all the businesses. They're not going to look at a Facebook Live type of video cast. Are you out of your mind?" All right. Help us reset our view on that.

Terry Brock: Yeah. First of all, I sure hope that those are my competitors who are saying that because when they do, it will be good. I might need your help on this, Mark. How do you spell, "Na na na na na na"?

Mark S A Smith: With a lot of Ns.

Terry Brock: With a lot of Ns. Yeah, that's right. The key is I think for a businessperson ... First of all, I have to applaud them. I would have to applaud them and then go, "Hey, you're thinking right in a way because you're saying it's got to be about business." It's not about, "My cat is sleeping." It's not about, "Oh gee, here's my latest political rant over whatever," because frankly, a lot of us are just fed up with the political rants, whatever side it is. We just want to get down to serious business. How do we use this to serve customers?

Mark S A Smith: That's right.

Terry Brock: To make our customers giddy with glee. Facebook Live is a way to do that. It's a way for you, say in a business where you can walk around and say, "Hey, I want

to walk over here into our marketing department." Walk over here. "Oh, here's Jane. She's our newest engineer. She is an industrial engineer." You know, if they're an industrial engineer, they're really good.

Mark S A Smith: They're industrious.

Terry Brock: That's right. Those and the electrical engineers are good, too, Mark.

Mark S A Smith: Yeah. They're really sparky.

Terry Brock: Yeah, they're smart. They can say, "Tell us about that new widget that we've got coming out, Jane." You're doing that live. That gets eyeballs. People go, "Oh, really? Hey, Charlie, Mack, come over here. They're showing this on video right now here on Facebook. Look at this." That begins the process of how people get involved.

Mark S A Smith: I love it. Let's pop up a level. That is let's take a look at some of those marketing constructs that you and I know are universal. They're forever. You have an MBA. You're a guru in marketing. I've written a lot of books in marketing. When it comes to marketing, relationships are formed one person at a time.

Terry Brock: Yeah.

Mark S A Smith: We don't form them in mass. We form them in person. Facebook is a way of creating those individual connections that don't go away. By doing the Facebook Live, you have that opportunity. You might say, "Well there's only three or four people showing up." Yeah, well those are three or four conversations that you're having with somebody in mass versus picking up the phone and trying to cold call your way into somebody and trying to force a relationship where there is none. Facebook people are there to connect. Not only are we creating conversations with individuals. We're also doing it at a time when they're open to having a more relaxed, less resistant conversation.

Terry Brock: Yes.

Mark S A Smith: That's one of the reasons why I believe Facebook Live is extremely powerful for business. It's going to grow. We're at the very leading edge. That's what disruptors do. Share with us some of your insights on how to use Facebook Live for business to create those connections and displace the competition.

Terry Brock: First I have to agree with you that it's very important you're building relationships. That's what it's about. You use Facebook Live to be real. It's a different kind of video than say a YouTube video, which is a little more practiced. It's right there. You've done it. "Oh, I didn't make that one right. Let me go back and do it again." Okay. YouTube works with that. Facebook Live is you're out there. You're live. If you go, "Bleh," you didn't mean to go ... "Oh, I don't want that on there." Sorry, it already is. It went out live. You're on live TV.

Mark S A Smith: Your humanity is part of the story.

Terry Brock: That's exactly right. It's your humanity. You're being real and people like that. We like seeing people we know real. We like it even if you flub up and you go, "Blah, blah, blah. Let me try that one again."

Mark S A Smith: I'm not going to edit that out.

Terry Brock: You can do it. It's all right if you do that. It's a different kind of presentation than if you're sitting down formally in a studio with a teleprompter and you're looking into it like the grownups do it. This is a whole different thing. Get used to that medium. As you can do that ... I used the example before. You're walking around, talking to the people there. Now big company ABC, which can be impersonal and a monolithic entity, now it becomes real because it's Jane here as our engineer and they're showing us how to use this new widget that they just came up with that is going to solve the problem I have. Then it leads to something else because you usually can say, "By the way, if you're interested in this, you might want to call Charlie over in marketing. He's got a free report for you and some other videos that'll help you more."

That's the key. It's helping them. Video gives away to help that you just can't do it even talking over the phone and it's much more cost-effective than sending our your sales force every time for every question to every customer. I would say one thing, though. What you said about relationships being formed one on one, that is true, but also with video, think about someone like Stephen Colbert or Jon Stewart.

Mark S A Smith: Sure.

Terry Brock: Or Jay Leno, David Letterman. They had relationships of sort, a certain level of relationship, with millions. They were able to do that at a certain level. From a business point of view, hey, that's pretty good because now millions of people would admire Jay Leno. When Jay looks in the lens and says, "Hey, I use these new blue widgets. You ought to look into the blue widgets," because it's Jay Leno, someone that they know, they like and they trust, they've built that through video, they say, "I'm interested in doing it." Going back to your original question, Facebook Live can give a business a real serious competitive advantage, which is why if you're my competitor, I want you to put your hands over your ears and just go, "La, la, la, la, la, la, la," right now. Do not listen to what we just said.

Mark S A Smith: We spell that with a lot of Ls.

Terry Brock: A lot of Ls. I'll have to look that up on Google. Lot of Ls.

Mark S A Smith: I pity our transcriptionist, who is doing this particular podcast because ...

Terry Brock: Yes. How do you say, "La, la, la, la, la, la"? They can probably do something there with that, but we love you. Thanks for that. I was over in Germany doing a program and I said, "Well you can do the [unintelligible words] then I paused and I said, "I'm curious as to how the translators are going to handle that one."

Mark S A Smith: That's right. Do you have a formula for a Facebook Live that we can step folks through that would be powerful for business?

Terry Brock: You want to find out where you can target. One of the nice things about using a tool like ... Oh, whatever. By the way, when technology goes, we're talking about real time. My phone is turned off right now but it's still ringing. This is one of those technology things. We don't worry about it. It will just keep going. It's like a Facebook Live. It's okay.

Mark S A Smith: That's right.

Terry Brock: With Facebook Live, sometimes people get a little bit scared when they're on there. They're going, "Oh my goodness. It's live." They're nervous. I would say you want to do it a lot and practice.

Mark S A Smith: Yeah, practice.

Terry Brock: As you practice, you can do well. Start where you can practice and not worry about making a mistake. For instance, with the tool that I'm using called Blue Jeans ... That's from bluejeans.com. I'm not promoting them. I'm a customer. I went out and bought the product and used it. It gives me the ability to broadcast to Facebook Live to all of my followers. I can send it out to a specific group. I can send it out to a private page. What you can do is send it out to your page or to a place that you would create that nobody is there.

Mark S A Smith: Right.

Terry Brock: It gives you the chance to work out the technical bugs, to practice what you're going to do and nobody sees it. Then when it's finished, you can go in and erase the video.

Mark S A Smith: Right.

Terry Brock: Yeah. It would be there live for nobody because nobody would be watching that in the place where you want nobody to be.

Mark S A Smith: This is a great tip. Tip number one is create a page just for your Facebook Live practice.

Terry Brock: Yes.

Mark S A Smith: If it works, great because you can share it to another page.

Terry Brock: Yeah. See, the nice thing about it ... If you go, "Wow, that really went well. I like what I said," and nobody heard it, no problem. Facebook gives you the ability to download that as an MP4 video file. Then you can upload it to YouTube, Vimeo, Facebook, Twitter, whatever. Repurposing. By the way, the magic is in the mix.

Mark S A Smith: Yes.

Terry Brock: Well the magic in social media is in taking your content and repurposing it. As a hypothetical, Mark, let's say that one of our viewers, listeners today is in ... They're making yellow widgets. They say, "Okay, here's our new yellow widget. It's really good." You give some good content on it. Give me some good video. You can then take that, grab snapshots of it, put it out on Twitter, then send it out tailored with the message that is contextually sensitive on LinkedIn. A little different message on LinkedIn than it would be on Twitter. Then on Facebook, on your page, do something there. Then on YouTube, put it up there and show more detail. Hold it up to the camera. People can see it. Utilize those tools that are out there. Get to know them. This is the world we live in.

Mark S A Smith: That's right.

Terry Brock: We're no longer in the world that it was in the 50s. Now it's different. The dynamics are different that people want to connect with you. By the way, they want that live interaction. That's where Facebook Live comes in as well. I like sometimes using Facebook Live without Blue Jeans or Zoom, the add on, because I can then see the comments that, "Oh, look at this. Murphy Scherphelboffer over in Slobovia is watching today and he says this." You go, "Well Murphy, it is good to see you again. How's life going? Yes, indeed."

Mark S A Smith: People like that.

Terry Brock: They can give you feedback and interaction. That's really important today in today's marketing world.

Mark S A Smith: I love it. Excellent. Create that relationship one person at a time. It's okay to be a flawed human. It's not a fatal flaw. Use Facebook Live page just to create a practice space. I love it. Okay. Now that we have the camera rolling, give us a couple of ideas on how to maximize impact with the message that we deliver.

Terry Brock: You want to get a little bit of training on how to be interactive. One of the things I like to do is I'm using my webcam right now and I'm here talking. Make sure that first of all, you've got a good audio.

Mark S A Smith: Yes.

Terry Brock: As a matter of fact, Mark, I'm going to show people something right now. Don't tell any of the grownups, okay?

Mark S A Smith: Okay, I won't tell anybody.

Terry Brock: I'm using an external microphone right here.

Mark S A Smith: Oh, wow.

Terry Brock: This is that famous Yeti microphone. Lots of people have it, but you notice, Mark, when I put it right here, you don't see it. Do you?

Mark S A Smith: I don't see it. I make sure people see my microphone.

Terry Brock: They see yours. That's right. Mine is that far away from my mouth.

Mark S A Smith: Yeah.

Terry Brock: Right now I'm here, like the grownups do it on TV. A local TV newscast. You're seeing me and I'm using an external webcam.

Mark S A Smith: Yes.

Terry Brock: The external webcam I recommend because even though I love the one that's in my Macbook Pro, this way I can pick it up and I can say, "Oh, let me show you right now." This is live. Here we go, Mark. "This is Orlando, Florida right now."

Mark S A Smith: Oh, man. It's beautiful today.

Terry Brock: There we are. Looking out over the lake. It's out there and I can turn it around, but you see also then in a practical business application if I'm working with someone, I go, "Oh, I want you to see that. Here's what it looks like." I can take the external camera and point it there. It's easier to do that. Look at this on your computer. Here it is.

Mark S A Smith: Yeah. Love it. That's exactly it.

Terry Brock: Using that and getting some television experience because it's like that, being able to communicate comfortably, will really translate to bottom line business for you because they feel more comfortable with you on air. They feel more comfortable connecting with you in a real way. It's almost like being there. Nothing will take the place of physically being there. [inaudible 00:15:18] You and I weren't able to get together, share some drinks, have some meals. That's really good. When you can also have just a regular how's it going meeting, where you say, "I'm getting together with ... Does next Wednesday at 10 o'clock look good?" You do it via video.

Mark S A Smith: That's right.

Terry Brock: It's much more dynamic, rich communication than just over the telephone.

Mark S A Smith: Yes, always. I prefer a video conference call any way we can. The only reason why we're not doing this video is because this happens to be a podcast. To summarize, you recommend that we do some kind of a tour using the external camera. I have an external camera. External microphone for improved audio quality. Those are all really important things over time, yet I also think that we can just get started with our mobile device, whatever our mobile phone is, too.

Terry Brock: Yes.

Mark S A Smith: What other recommendation do you have as far as creating a powerful, potent Facebook Live for business events?

Terry Brock: One of the things that is very powerful is when you can have more than one person on there.

Mark S A Smith: Oh, interesting.

Terry Brock: That's where these tools I was talking about, like Blue Jeans and Zoom give you the ability to do something extra that you cannot do with Facebook Live as it is right now, as we're recording this.

Mark S A Smith: Right.

Terry Brock: With the technology. I could bring in one or two or more ... I think it's up to 25 people on the screen. I wouldn't recommend that many. It's too busy, but think about a good customer you've got who really is a fan of what you're doing. You had a great installation with them last week when you went out and did that one. They love their widget. They're using the one that you created and they bought it from you. Have them on the screen talking about it. We've all known the power of testimonials. It's nice to have someone like Mary Jane from Des Moines, Iowa, says, "I used your widget. It was wonderful." Even better when you can get Mary Jane from Des Moines right on the screen in her office from Des Moines. "Look out the window. Yeah, it's snowing out here in Des Moines today." Yeah, Mary Jane. You're using it. How's it working for you? "We love it. Oh, as a matter of fact, come on in, everybody. Let's talk about how we like it, et cetera." Create that energy. Create that excitement. It's real and again it translates to the bottom line.

For those of you that are going, "This is about business. We've got to make money," I'm with you. This does it because you open up emotions. You're helping people. You're touching them in a real way.

Mark S A Smith: Love it. Multi people. Multiple guests.

Terry Brock: Multi people. I like that.

Mark S A Smith: Multi people. Multiple guests.

Terry Brock: Do a multi people thing.

Mark S A Smith: Yeah, it's a lot more fun. It's easier also for you delivering the program to have somebody to bounce your ideas off of versus a monolog. Most people don't know how to do a monolog.

Terry Brock: Good point.

Mark S A Smith: It really improves the content. Grab your buddy, have a conversation and do it over Facebook Live. Watch your customers respond.

Terry Brock: Let me interrupt you just for a moment and put an exclamation mark behind what you just said, Mark. I agree very much because the tendency is if you do it by yourself, and some people want to get a teleprompter and they read it. I don't know about you, but inevitably, it generates into something that it looks like I am reading from a teleprompter and it looks real boring. You don't believe it. Instead, if you've got somebody talking and you're going, "Did you like that? I didn't like this aspect but I did like this." It's real. People watching that go, "I like what these guys are saying. We need to look into that. Look up that yellow widget thing. It looks like we could use one of those."

Mark S A Smith: Right. Bad teleprompter has no credibility. Today even good teleprompter doesn't have much credibility.

Terry Brock: You've got to do it right.

Mark S A Smith: Yes.

Terry Brock: Get some training on it. There's books and things out there.

Mark S A Smith: You don't need to.

Terry Brock: Yeah. If you feel you absolutely have to, but I'd say try to do it without. One thing that could work better ... Matter of fact, I'm going to show you a technology. Hot technology that's really-

Mark S A Smith: I love it. Let's see it.

Terry Brock: It's called a white card.

Mark S A Smith: Wait, a three by five card? Oh my gosh.

Terry Brock: Notice. Watch this. I'm doing this in real time as we ...

Mark S A Smith: With a Sharpie.

Terry Brock: This is just a pen.

Mark S A Smith: Oh, hey.

Terry Brock: Then guess what comes next after that?

Mark S A Smith: Bullet number two.

Terry Brock: Bullet. There we go. You see?

Mark S A Smith: Terry is holding this up in front of the camera for me to see.

Terry Brock: I'm doing this in a fun way.

Mark S A Smith: I love it.

Terry Brock: That gets attention.

Mark S A Smith: It does.

Terry Brock: I literally do that. Here, Mark. I'm going to show you. We're going real in depth right now.

Mark S A Smith: All right.

Terry Brock: I do have my multi color markers that I'm holding up.

Mark S A Smith: You do. You've got your Sharpies. Yeah.

Terry Brock: There's some red, blue and green. I've got just solid white index cards that are four by six.

Mark S A Smith: Oh, yeah.

Terry Brock: As tacky as that might seem, it's fun. Done right, it's good. Then that's better than a teleprompter because Mark, let's suppose you're a professional speaker. You help a lot of people in sales. You're talking to them regularly and you have stories that you use. If I said, "Mark, tell us the story about the guy you bumped into at the store in Indianapolis and he bought the coat. That story." You go, "Oh, yeah. I know that one, Terry. I've told it over and over," or whatever the story is. You can do that. All you would need is a bullet that says Indianapolis coat. You see that and it triggers your mind. You go, "Oh, yeah. The guy in Indianapolis who did that."

I would encourage those that are listening to this, think about stories and put them down. Codify those. Write them out. Then you'll know when it's your equivalent of the customer who was happy in Reno, Nevada and they bought the blue one. They liked it and it worked. Then they tried the red one and it didn't work because of this. The competitors didn't ... Develop those stories and use

those, but tell them with bullet points so it sounds much more real, more conversational and frankly more human.

Mark S A Smith: That's the next big tip. Telling stories with Facebook Live. All right. What else you got for us?

Terry Brock: With Facebook Live, if you're using a tool like Blue Jeans or Zoom ... I'm not selling these. I'm using them. You can share your screen. That's important. When I share my screen, I can now create PowerPoint slides or keynote slides. If I'm using Blue Jeans and Zoom, they also have a very important element. I have the option to leave my picture as a picture in picture video on the screen. You see me moving around. You hear me while my slides are going through and I'm building out, showing our new widget has features here and it does this and it does whirley-dos and it does whoopdie dos. You want all of that so we can make that much more impressive using that kind of technology when it can give you a competitive advantage. Use it.

Mark S A Smith: That's interesting.

Terry Brock: The key is have a lot of different tools. Know those tools and be able to use them where appropriate.

Mark S A Smith: What I really like about that is we're bringing the element of live as well as a little element of polish to the party.

Terry Brock: Yes.

Mark S A Smith: We're able to do both. Telling the story. "Oh, let me show you." This is a very powerful way of screen share with PowerPoint or even demo of product, but don't go too deep, friends. Just show outcome. Then I know you've got one more idea for me about how to get the most out of Facebook Live.

Terry Brock: When you're working with Facebook Live, you want to make sure you have that call to action.

Mark S A Smith: Oh, that would be it.

Terry Brock: That would be it. That call to action. The wonderful part of it, you're right there on Facebook. They are on Facebook either on their smartphone, their tablet or maybe at a desktop computer. It's easy for them to say, "Hey, I am interested. Here's my contact information." Or, "Yes, I do want that free report you've got." That's a good way to do it. Have the call to action as a free report or a place you want them to visit and to give them your information, your feedback if they are interested in following up. I was the editor in chief for AT&T's largest blog. I had like 100 geniuses reporting to me.

Mark S A Smith: Wow.

Terry Brock: We would offer lots of good content and send it out through AT&T's network. We were able to sell in the time that I was there over three billion dollars worth of material.

Mark S A Smith: That's a lot of Bs.

Terry Brock: The way we did it was we didn't sell. We offered lots of information. As a matter of fact, some of the people would write articles on it. They were really good, but from the sales department. They would say, "You can get it now. The price is only here, but you can get it for this until the 31st." I go, "No, no, no. We're not going to do that. With all due respect, that's good, but in this environment, we're just getting lots and lots of education and value." We say that very important phrase at the end, "For more information."

Mark S A Smith: Right.

Terry Brock: They would click and then that would take them to the next step on the funnel.

Mark S A Smith: Right.

Terry Brock: That way, they see someone who can then provide more information and ultimately collective, just the team that I was working with. It wasn't just me, but I was the editor in chief. We generated over three billion dollars in sales. I don't know about you, Mark, but where I grew up out in the country, we call that serious money.

Mark S A Smith: Serious money. Indeed. Well I think the important point here is that social media is designed to be social. Selling on social media has to be done very carefully.

Terry Brock: Yes.

Mark S A Smith: The call to action has to be to learn more, then direct them to the next place. The whole point here is when they click on the ... To learn more, they have given you permission to sell. Until they have given you that permission, they're going to be resistant to your sales message. You never want to pitch into resistance. That's a disaster. Give them the opportunity to say, "Yeah. Sell me," by giving them a call to action. I think that's really a critical component of doing Facebook Live. You've given us lots and lots of powerful ideas on how to sell business on Facebook. I think it's an emerging market. It's disruptive. Anybody who is going to be doing it is going to be doing very well over the long haul. This is not going away. The world is hooked on video. You've got to figure out how to use video in your business. Just get started. What do you find is a good length of time for a Facebook Live segment? You even tested this.

Terry Brock: I've heard that question asked a lot. A lot of my clients will ask that. "How long should it be? Should it be real short? Should it be long?" The answer is ... You can write this down. It depends.

Mark S A Smith: The perfect consulting answer. Yes.

Terry Brock: That's right. The consulting answer. It depends. Yeah, it really does depend because sometimes you want it just two minutes or so. I do a lot of work with PR agencies and really, really smart people. I remember one guy saying, "We found that the ideal time was one minute and 53 seconds." I thought, "Really? Okay." Where did they get that? They had to talk to people and they came up with that. Then others, I look at people like Joe Rogan. I look at people like Tim Ferriss that are doing podcasts, doing video, and they can go for two to three hours.

Mark S A Smith: Yeah. Rogan does three hours. Ferriss is two and a half hours.

Terry Brock: They're doing it incredibly well. [inaudible 00:25:18] The former navy seal. He has his about two and a half to three hours or so. Those are good, but others I see that go much shorter period of time. Here's I think what you want to do: test.

Mark S A Smith: Yeah.

Terry Brock: Test the market. You might have a three to five-minute test where you say, "We're talking about our new form right here. By the way, our new service does this and this. For more information, click here," which can lead them to a longer video. It depends on your market and the best way to find out is test it and measure it.

Mark S A Smith: I love it. Test and measure.

Terry Brock: Make sure you look at the analytics and how many people are on there, how long they're on there. If you see that you can have a longer video, 20 or 30 minute interview ... You can get a lot more information in just a two-minute interview.

Mark S A Smith: Sure.

Terry Brock: If you have that and people are responding to it, hey ... As a matter of fact, I just finished one of my own. I did one of the highest, most viewed videos I have that was 40 minutes and it got more views than all my others. I think it depends on the content. People wanted to see it and they realized, "Okay, we can see it's 40 minutes and 37 seconds," or whatever it is. "We will pace accordingly." I'll put it on. I'll have the video going while I do some of the things in the office.

Mark S A Smith: Yes.

Terry Brock: Be prepared to adapt.

Mark S A Smith: Now I saw something just today that Facebook is moving towards long form videos. Long form is becoming acceptable these days. As you point out, people just let it play like a podcast. The other aspect that I see is that people are running videos in the background while they're doing work. They're multitasking

with video running and it drives some of the older managers nuts, but it's just the way that people's brains are wired. I think the point that you make here is try a variety of links. Do a 30-second. Do a two-minute. Do a four or five-minute. Do a half hour. As you gain experience, it'll become easier and easier. Then see what happens. For some quick hits, some quick ideas, I've been doing 90-second videos for Twitter distribution. They work great.

Terry Brock: Yeah.

Mark S A Smith: I have 45 minute and hour long videos that I do for YouTube and they work great. The whole point is we have to try a variety of them. This is really terrific.

Terry Brock: Be adaptable. Try. You think of Twitter. It's a different format. You've got 140 characters, but you can extend that as we all know with a link and a video, a poster. You can go, "I'm really interested in that," click on it and it takes you to a more in depth discussion, whether it's a PDF, an audio, a video or something else. For instance, if you were looking at Google Talks, I like to watch the Google Talks on YouTube. If you had this really smart person on as a guest, you wouldn't want them to speak only two minutes.

Mark S A Smith: No.

Terry Brock: You want more. You want a 30-minute, an hour, an hour and a half discussion from this person you really admire. They're an expert on the subject. Again, be flexible and tailor it according to the context of what's happening.

Mark S A Smith: I love it. So many great ideas, Terry. Every time you and I get together, these ideas just absolutely flow out of us that create disruption.

Terry Brock: Yeah.

Mark S A Smith: That's one of the reasons I love hanging out with you.

Terry Brock: It's fun.

Mark S A Smith: What do you have for our listener today that you'd like for them to consider, the next step to learn more about Terry Brock?

Terry Brock: I would love to get to know them. I'm serious about that. I've got a lot of information I keep cranking out through my blog, through video, through text. It's centered around building relationships, leveraging technology to help that. Go over to terrybrock.com. For those of you listening, that is T-E-R-R-Y and Brock is spelled the right way. B-R-O-C-K. It's terrybrock.com. Then click on the blog. You'll see a lot of information there. I'd love for you to sign up for my newsletter. It's free. Although if you're listening to Mark, maybe we'll charge you ... No, no. We won't charge you. No charge. We want you to come on over and seriously, let's build a relationship. Let's get to know each other. I like to find out what people are saying, what they want. If you say, "Hey, Terry. I'd really like to know

more about X," whatever X might be, let me consider it. If I can look at it, then hey, I can create some content that helps you. It helps me because others would like that. We get to know each other and I think that's what life and business is all about.

Mark S A Smith: Great. I'll also put a link up for your Klout Matters book with McGraw-Hill. Really cool stuff.

Terry Brock: Thank you.

Mark S A Smith: Thank you so much. It's always a delight to hang out with you, my friend. Look forward to the next time.

Terry Brock: Always great to be with you, Mark. Thanks a bunch for having me on today.