



## Here's the transcript from MPAF95: Andrew and Pete on Rule Breaking Marketing: Making your FS Brand Stand Out.

Roger: In this episode, I talk to Andrew and Pete on Rule Breaking Marketing, how to make your financial services brand stand out. Welcome to episode 95 of the Marketing, Protection, and Finance podcast.

Roger: Welcome to the MPAF podcast. As always I'm Roger Edwards, a marketing guy from Edinburgh talking to a wide range of guests about marketing topics as well as issues and stories about all things finance. Thank you for downloading or streaming the show. I really appreciate your support.

I'm super excited about today's interview with Andy and Pete, a wacky rule breaking duo from Newcastle. They help people stand out with their rule-breaking approach to marketing.

Rule Breakers was their online marketing conference, which attracted well-known speakers on marketing and social media from across the world. It's a great interview, and we talk about creativity trumping budget, creative content, how FREE goals are better than SMART goals, why do so many companies aspire to be average, and what's the big domino you need to knock over first.

Let's dive into that interview with Andrew and Pete right here, on the Marketing, Protection, and Finance podcast.

Andrew and Pete, welcome to the MPF podcast.

- Andrew: We're super excited to be here.
- Pete: Woo-hoo!
- Roger: That really is super excited. Guys, I've just come back from a holiday. I've been away for a week chilling by the pool. I needed that sort of boost to wake me up.
- Andrew: We'll be your audio sunshine then I guess.
- Roger: Guys, where are we talking to each other from? I'm in Edinburgh of course.
- Andrew: We're on Skype.
- Andrew: Oh is that how this interview is going to go? We're in Newcastle so not too far down from you.
- Roger: Only about an hour, about 100 miles down the coast. Andrew, Pete, we met at the TCMA, The Content Marketing Academy conference, although I've been following your blog for quite awhile and I've been watching your video, et cetera, et cetera.
- You're a real fun marketing agency, a real fun marketing duo, but there's lots of things I want to explore with you today about how we can perhaps make financial services marketing a little bit more fun, a little bit more out there. Maybe before we get into that, give me a feel for what makes Andrew and Pete tick. I'm talking to you as if you're one person.
- Andrew: Most people do.
- Roger: Who wants to go first, Andrew or Pete?
- Andrew: Okay, I'll kick us off. Andrew, by the way. Andrew and Pete, we are a creative marketing company. We love helping companies create a strong brand and get a little bit more creative with their marketing and with their content. Even marketing, which is quite creative at the front end of the industry can get super stale sometimes. We kind of like to disrupt that, we like to make a little bit of a noise and get people just doing things a little bit differently.
- Pete: Yeah, we love helping small businesses, solo entrepreneurs. Some of the things they struggle with is maybe like budget, or getting creative, but we believe that creativity can trump budget. If you want to get there faster, you just have to think of better ideas. You have to get a little bit more creative. That's what we like to help people do.
- Roger: Creativity can trump budget. There's the first takeout quote from this interview.
- Pete: Ooo, hashtag.

- Roger: Yeah absolutely. Where did the idea for your business come from? Were there things that you were looking at? Other companies, marketing, and a certain style? What was the light bulb moment when you were sat in a pub or a coffee shop when you thought, "We've got to build the Andrew and Pete brand and do this to help people"?
- Andrew: It's funny. That kind of goes back a few years. Long story short, we met at university. We became friends. We both wanted to rule the world one day so we clicked for that reason. Then we moved to Newcastle after we graduated. It was my fault, I came here to live with my girlfriend.
- Pete: I came along for the ride.
- Andrew: Pete just came along. He was just a hitchhiker along for the ride.
- Roger: What did your girlfriend have to say about that?
- Andrew: She was okay with that. I feel like we don't live together anymore. I mean me and Pete don't. Me and my girlfriend still do. Pete didn't drive a wedge between us or anything like that. No, she was still a student at the time so it was a fun, new adventure for us all I guess. We both wanted to run our own business. We weren't 100% sure what it is we wanted to do yet. We both really loved marketing. Marketing was the creative side of business, coming up with ideas and executing them, it's kind of what our passion has always been. When we first started we had no experience. We had no contacts.
- Pete: We had no money.
- Andrew: No money.
- Pete: We didn't have any plans. We just entered this strange land of Newcastle with nothing and we had to build it up really quickly.
- Andrew: Yeah so we started doing a lot of design work at first, because that's what we were really good at. We were really good at the design, the branding kind of stuff. Then we just proved ourselves. We marketed ourselves really well to our network, started taking on some marketing jobs and really learned our craft around how do you disrupt things, how do you do things a little bit differently.
- Pete: Yeah, because when we first started, like I said before, creativity trumps budget. We didn't have any budget. Obviously we're going up against big design agencies, big marketing companies. How the hell could we compete against that? The answer was creativity. We got creative with our marketing. We started doing things a little bit differently, even for example at networking events. We would go to networking events and we would take party poppers. We would throw out chocolate. We would do a whole pitch in unison, or take a word each. We once even brought in an indoor firework for God sake.

- Andrew: That was a fun one.
- Pete: Nobody does that stuff. They all just kind of trollop in and get a coffee down them and say the same old boring thing. We came in and boom, we got people's attentions.
- Andrew: We weren't really inspired by any other kind of marketing company. We were probably young and inexperienced, and we just wanted to have fun with it.
- Pete: Then people love that.
- Andrew: People loved it, and we thought, "Hang on. Maybe we're on to something here."
- Roger: It's so important just to stay on that point for a moment. There's always a perception amongst anybody who wants to do some marketing, that for some reason they've got to spend a lot of money on it, a shed-load of cash. I've worked in companies before, I've had big budgets, and I've spent £50,000, £100,000 on stuff. The bottom line is, these days, with all the digital technology at our fingertips, the internet, the ability to put blogs together for free, the ability to use iPhones and smart phones as video cameras, you can produce great stuff on a really small budget. It doesn't matter what the budget is as long as the quality of the content you produce is high. That's where the creativity comes in, isn't it?
- Pete: It's not even just about quality. It's more about the creative kind of twist you put on it. We like to call it creative content. For example, the body coach. Right, he just basically did some videos on Instagram, 15 second videos on Instagram, really funny, really fast pace.
- Andrew: Yeah, no one was doing it like that at the time.
- Pete: No, and everyone else, the competitors are full videos on how to make this amazing recipe. He just came in there and did these silly 15 second videos, and now he's a really famous chef and he's got this really successful book. All he did was just be a little bit more creative, let a little bit more of his personality into his content. When I said it before about when we started up, that was an example of networking. What we've done since then is take that idea and apply it to everything, including content, so creative content is what we love to help people with. It really works.
- Roger: You've got Andrew and Pete the website, you've also got an online conference that you run which is called Rule Breakers. Again, it doesn't take you long to work out what all that's about. It's about doing things different. Just one quick question, how come you went for Andrew and Pete rather than Pete and Andrew?
- Andrew: That's a good story.
- Pete: It's because Andrew is better.

Andrew: He is so kind to me. I will have to pay him later probably.

Pete: It's not true.

Andrew: There's kind of two main reasons for that. The first one was Pete and Andrew doesn't quite roll off the tongue. You've got the double "and" there so that was kind of a no-go straightaway. Then we Googled them obviously. We're clever marketers, we Googled to see if there was another Andrew and Pete or Pete and Andrew somewhere. Andrew and Pete brought up nothing but Pete and Andrew Google was like, "Hey, are you actually trying to search for Peter Andre?"

Roger: Oh dear.

Pete: Oh no. It's Andrew.

Roger: That clinched it.

Andrew: That clinched it, unfortunately, yeah, I had to come first.

Roger: We're rule breaking, we're creating, we're doing things differently. I came across an article you wrote probably about a year ago now, which really resonated with me. I suppose it highlights for me what you're all about. The article you wrote was about smart objectives.

Andrew: Oh yeah, this was the controversial one actually, this one.

Roger: I can see perhaps why it was controversial, but I read it. Having worked for big corporate myself, I've been in so many situations where not only have I had to set smart objectives for people, and you know what you've got to do? You've got to write chapter and bloody verse on it, and it drives you insane. I've had smart objectives set for me. The thing that used to drive me mad about this whole thing is that I'd be sat there in my appraisal or in my performance development discussion or whatever the hell he'd like to call it in that particular company. It would be something like, "Roger, you're really creative. We love your creative ideas," or, "Roger, you're really good at communication. You're really good on your feet talking to an audience. You know what? You really suck at project management, so your smart objective for the next year is not to suck at project management."

Andrew: That isn't even smart.

Roger: It isn't. That's a dumb objective, isn't it? I'm sitting there thinking, "Surely, what you want out of me is more of the creativity and more of the communication. Rather than giving me a goal to try and do something I don't want to do, I'm not good at. That can't be right." You came up with ... you rebelled against smart objectives. Tell me about what your alternative is.

Andrew: It's quite a funny story, this one. We actually wrote this article. I think the actual title is "Why We Hate Smart Objectives and What We Use Instead". We wrote it, and we were quite P'ed off at the time, to put it lightly because we had just been to a workshop that we were forced to go to. We didn't want to go to it.

Pete: If you go to any workshop, they'll always bring up the smart goals.

Andrew: Always comes up. The guy that was leading the workshop asked us to create a smart goal, so we did. I can't even remember what it was at the time.

Pete: The point is we love goal setting. We do think it's absolutely fantastic. Everybody should be doing it, but when it comes to smart goals there's just a little something missing isn't there?

Andrew: Yeah, because we wrote down these goals and he came over and he was saying to us, "Is that achievable? Is that realistic?" He was questioning us. We're big thinkers, very ambitious, very driven, want to go places fast. He made us half our smart objective and then he went away. We were really angry weren't we? We'd done it and then we said we'd done it. Why the hell did we just let him tell us that that wasn't realistic for us to do? That's why people fall down when they make these smart objectives, the A and the R, the achievable and the realistic. They put themselves down. You want a goal that inspires you, pushes you on.

Pete: It makes you think a little bit more conservatively. People will argue with us that a smart goal, if you put achievable then it should be a slightly more ambitious goal, but the terminology isn't quite right there. I don't think the way it's being taught in a lot of places is right. We came up with the idea of FREE goals, an acronym for Fun, Ridiculous, Exciting, and Emotionally charged.

Roger: I can see HR managers listening to this podcast. They are burying their heads in their hands at this moment in time, but I fully agree with you. I think the whole smart thing sort of stifles. S isn't for specific, it's for stifling.

Pete: Stifling, monotonous, yeah. The fun, that's basically about more of an excitement about it. If you're not enjoying this goal then there's no point in doing it.

Andrew: Yeah, it's about what you're actually working toward. Smart goals are often about turnover or things like that. That's not what pushes people forward. It's like, "Okay. We make all this money, what are we going to do with it?"

Pete: Rather than think, "I want to make x amount," why do you want to make x amount? Because you want to actually take time off because you want to go on that holiday.

Andrew: Las Vegas or something.

Pete: You want to go to Vegas, I don't know. Maybe put that on your smart goals instead.



- Andrew: Ridiculous, the R, that is you want people to question you. After that guy left us thinking that it was a ridiculous goal for us to even think that we thought, "No, they need to be ridiculous," because there's always going to be pessimistic people that are going to question your goals. That's how we know that our goals are big enough now. If people don't believe we can do them they're big enough.
- Pete: The point with that is there's that cheesy quote, "If you shoot for the moon, even if you miss you land amongst the stars."
- Andrew: Nice Pete.
- Pete: It's a definite point. If we say we want to make £100,000, if we fail and make £50,000 or under, that's so much more often than setting a realistic goal of £1,000 next month. Do you know what I mean? If they're ridiculous it doesn't matter if you fail it particularly, but it matters that you're pushing yourself to the max.
- Andrew: Yeah because some of our ridiculous goals that have come off in the past, it's like, "Wow, how the hell did that happen.
- Pete: Oh my God, did that just happen?
- Andrew: Yeah like Rule Breakers conference. That was a ridiculous goal. We got some of the biggest names in online marketing and social media speaking at our conference. A lot of these people, we didn't even pay any of them, and a lot of them didn't even know who we were before we approached them. People thought we were ridiculous to try something that big. We always think of clever ways around it.
- Roger: Even for this podcast, I've had people on my radar that I've wanted to interview. If I'd set myself a smart objective I'd have thought, "Is it achievable to get Chris Ducker on my podcast?" I've got to massage your own egos here of course, "Is it possible to get Andrew and Pete on my podcast?" Now I might have thought, "I don't know. I don't feel as if they'll know who I am so I won't bother to get in touch with them," but if I would have thought ridiculous I would have reached out to everybody, you know, "Get Gary V, GaryVaynerchuck, everybody." Of course a lot of people do say yes, and as you've experienced with Rule Breakers, a lot of people say yes and do it for free. If you don't ask you don't get, and I think that achievable doesn't sound like asking everybody, it sounds like being a bit nervous and a bit timid.
- Andrew: Yeah, it's like this has gone off on a tangent slightly, but we got this thing that we live by in our own business. We're always going for the big domino, so whatever we want to do we always think, "What is that big domino that we need to knock over first?" A lot of people will work up to things. They'll do something smaller, might get some smaller, maybe local guests on the podcast, slight example, and

then build up until like your Gary Vees. What could you do to hit that big domino? Once you've got one person on board all the other dominoes go.

Pete: It's so much easier. With Rule Breakers we went for the biggest domino. We got Michael Stelzer on board. Michael doesn't do these types of things, and he runs the largest social media marketing blog in the world, Social Media Examiner. To get him on board, even the other speakers didn't believe we actually had him confirmed, which is really funny. Once we got him on board it was quite good. It was a lot easier to get everyone else on board. That was a ten out of ten effort to get him on board first, and for everyone else it's like one out of ten effort rather than struggling with 30 speakers, eight of ten effort to get them on board.

Roger: We've had fun. We've had ridiculous, and your message with ridiculous is, "Go for the big domino, the biggest domino." Finally we've got exciting and emotionally charged.

Andrew: Yeah, exciting, that is about are you actually going to enjoy achieving it? It's fair enough having this kind of goal at the end, this fun goal at the end that you're going to enjoy achieving, but you have to enjoy the journey along the way too or there's no point. We wanted to wake up and be excited by what we've got ahead of ourselves. Then, emotionally charged.

Pete: On that exciting, as well, I think a lot of people are not really true to themselves when it comes to that. They'll accept a lot of work or think that they have to do everything, when really if they hold true to actually what they want to do then it's much more of an exciting ride for them. People ask us all the time, "Can we do websites? Can we design this? Can we do that?" To be honest, what we only want to do is help you with your marketing advice. We want you on our membership site and we want you to get our podcast and stuff like this. That is more exciting for us than creating websites for people. If it wasn't an exciting goal for us then we maybe would be lured into doing that, just because of extra income or money or whatever.

Emotionally charged is the last E in FREE goals. That is are you doing something you're passionate about? Is that, like goal, is that going to get you up in the morning? Is that going to make you think every day, "Yes, I need this"? The difference between this and exciting is that in those times of need when you are really down and things maybe don't go your way this is the part of the goal that is going to keep you going. This is the bit that's absolutely crucial and what no smart goal has.

Andrew: Can you imagine that as "time bound", Pete?

Pete: If there is a deadline on something and you're going to be late for it, if it's not an emotionally charged goal then you're not going to work that little bit hard for it.

Roger: These are so good, and I love the way that it's just a different way of thinking. It really is a different and uplifting way of thinking. If we had time, and we don't, I



would have a look at some of the comments that people put into the website. There is actually one from a guy, and it says, "As a business coach and trainer you wouldn't really expect me to totally agree, but I do have some sympathy for this." Oh dear, let's move on.

Andrew, Pete, this is awesome. What I want to try and do is steer this into the financial services arena for a moment if I can. Obviously, as you know, a lot of the listeners, if not 80% of the listeners of this podcast are from the financial services industry in the United Kingdom. As you know, financial services is considered by the vast majority of the UK population as boring.

We've also been inundated with financial crisis. Even today I woke up and there was some garbage about Nat West deciding that they should start charging people negative interest even if interest rates were low and start taking money away from you in hard times. We don't do ourselves any favors in the financial service industry. The products are quite dull. We're talking about insurance products or investments or pensions.

As marketers, as Andrew and Pete who are rule breaking and are creating new experiences, what can marketers do to make dull industries like financial services more fun and more attractive to people who are a little resistant to it?

Andrew: There's so much you can do as well. I'm going to just start by giving you some great news. Actually, if you really do think about it, financial services, people don't expect it to be fun. They don't expect it to be creative. They don't expect you to do anything stand out. That makes it so much easier to be all those things because you just have to do something slightly out there and all of a sudden you are a rebel in your industry.

Pete: This is the easiest industry to do something stand out.

Roger: I do know that resonates again, because I was recently in a conference in London and there was a lot of people there, about 260 people from the financial services industry. Again, it reminded me that there's so much, almost desire to be the same as everybody else. Nobody is coming up saying, "Right, we're going to do something completely different." It's, "Oh, they've done A so we're going to do A, they've done B so we're going to do B." Nobody is coming in there saying, "We're going to smash down the doors and do something different." Exactly what you're actually saying is, "You just need to do A+ and you'll immediately stand out."

Andrew: Just have a pink website and you're sorted.

Pete: If something isn't blue ... A bit mysterious.

Andrew: I give some good advice too.

Pete: Our main message here is not the fact that you have to go away and be silly and be daft. It's more about being more human, being more you, and getting across your brand values across everything you do so that people can resonate with you. The first thing we live to teach our clients, if they want to go down this route and you want to be a little more creative, you want to stand out. Remember, if you're a standout brand you don't have to do much. I bet 100% of your audience will say that they got business by word of mouth, but how many of them are really pursuing that as much as they could? Others, there's referral schemes but once you have an amazing brand people will just talk about you, and people will talk about you and refer you and they will love your brand, they will become a super fan. That's what we want to touch on here.

The first step of this is deciding on your brand values. We talk about this in our book, *The Hippocampus*, that's what the book is about. It's all about the process that you need to take, step by step, to become a standout brand. The first part is deciding on your brand values. A brand is that kind of gut feeling people get when they're working with you and when they're thinking about your business. You can't control that. It's what other people say about you when you're not in the room. You can't control what other people are saying about you, but you can influence it. You can get across what you're all about via your touch points.

What we like to do with clients, the process in the books is do a huge brainstorm to get all the things, and words, and icons, and meanings that you want associated with you. Ask yourself questions like, "What am I passionate about? What do I stand for? What would I like other people to describe me as? What would I like to be described as? What are my best qualities? What is my company's ethos? What am I all about?" The most important part is cutting out all the baseline values. You can't build a standout brand, you can't build a brand that people are going to fall in love with if it's the same as everyone else's. For example, in our industry, if one of our brand values was creativity that wouldn't necessarily be that standout a brand value because as a marketing company everyone says they're creative.

Andrew: Now, in our experience in the financial services industry you ask people, "What do you want your brand values to be?" They come out with things like professional, friendly, experienced, quality service, cares about my customers.

Pete: Yawn.

Andrew: They're super important. We're not saying don't do those things, but you can't base a brand on those because everyone is saying that. That's when you end up going into the background.

Pete: Just merging. We call them baseline values. You can have that list of baseline values. We always encourage people to be friendly and professional and have a high-quality service most definitely, but they are not your standout brand values. They are not going to differentiate you in your market. If you were creating that would be an influential market. What we say is average leads to indifference. If

you're not trying, if you're following everyone then you're going to blend in. Like what you were saying, about everyone wants to blend in with the other people. It is a comfort blanket and that's what the whole Rule Breakers conference was about. If you do the same thing as everyone else then you're only going to be one step behind, so you're not going to get there faster. You're not going to have massive success. You're not going to have people raving about your business if you are the same as everyone else, if you're average, if you have indifference in your brand.

Andrew: It's good to be a little, I think risk is the wrong word, but controversial sometimes. It's a little bit polarizing. You want people to really love what you're about but then you're often going to put people off. Like that smart goals example, that's a great example of where we wrote something a lot of people like yourself loved it, a lot of people hated it and thought we were crazy. If we just wrote a blase blog on goal setting then everyone's just going to think, "It's an okay blog."

Roger: That is so important again to touch upon because in financial services we often have this conversation where if we say that we're going to upset half the people. You have to think, "Okay, but what about the other 50% who are going to be jumping up and down on the table, clapping you for it"?

Pete: Exactly. Like Taylor Swift says, "Haters gonna hate."

Andrew: You come up with all the quotes in this one.

Pete: We think people should be more Marmite. If you have people that hate what you do you also have people that are going to love what you do. You don't have to be daft and stupid and offensive. We're not saying that obviously, but what we are saying is be more real, be more you.

Andrew: Especially in the financial services industry. A few financial advisers that we've worked in the past, it has been a case of how do we inject some kind of personality into these brands without coming across overly friendly or overly soft? It still wants to have that underlying tones of professionalism and credibility, especially the one man [inaudible 00:29:10] phase or the small teams. A lot of them try to make themselves look bigger than what they actually are.

However you're trying to build trust as you well, and you can't build trust and then pretend to be something you're not. The IFAs we've worked with, who were just trying to put more of themselves into the brand wrote the website from a one-on-one point of view because that's the service we're going to get, is a one-on-one service that's going to get working in the one man band.

We always try to stay away from navy blue in this market just because it's so overused. We've used in the past some softer greens rather than standard greens.

Pete: We would love a company to do pink. We've not really met any pink accountants or pink financial advisors. Seriously, come on.

Roger: Andrew and Pete, I originally started, I was one of the six people who started a company back in 2001 and it was called Bright Grey. It was an insurance company, and it was pink. Although the marketing people, we used to get a little bit upset when people said, "It's a pink brand." We'd say, "No it's not. It's magenta," but it was basically bright pink. The juxtaposition was that the company was called Bright Grey, which went down a storm.

Unfortunately that brand no longer exists, which is a shame but things move on. Obviously a lot of people in the financial services industry, especially financial advisors are over 40, and there's perhaps a bit of a lack of take-up of social media and digital marketing, partially because perhaps these people don't feel there's a need to invest their time into it.

There are some younger guys out there looking to embrace all of this great stuff that we've got available to them. A couple of them have been on the podcast. I've had Adam Carolan, and Danny Matthews. They're really eager to do something different. What should a young financial professional do, in your opinion, to build a personal brand? You've already touched upon some of the things that they can do maybe from a company point of view. As an individual how can you be more human and project that human image out there?

Andrew: We're quite passionate about this young person in business, because we were 21 when we set up our business in a market where a lot of people were at least ten years older than us, probably average 20 years older than us in this industry.

Pete: Also, we looked about 13.

Andrew: Yeah, we didn't look old at all. We used it as an excuse at first definitely. It was a comfort blanket that we didn't really know what we were doing at first, but it was all right, we were young. That was the completely wrong thing to do because that just rubbished our credibility straight away. You're starting off on the wrong foot by apologizing for youth.

Instead, to turn that around, we looked at all the positives of being young people in business. We had a lot more energy, we had a lot more balls, we could be a bit more risky when we went to events and we met with people. We were a lot more adapt to technology. That's maybe something a young person in your industry could look at doing. How is technology changing the financial services industry and how can a young person capitalize on that? We've already seen it with things like Zero in the accounting world. I'm sure there will be technological advancements in financial services as well that young people can own that space.

Pete: Exactly. Even not just advances in that way, advances in social media are happening so fast it's ridiculous. There are so many opportunities for companies, for individuals to get across themselves in a real humane way. We've seen the

rise of Blab, and Meerkat, and Periscope. Now we're moving into more Facebook Live and that kind of thing, and Snapchat.

These kind of things are really untapped in this financial industry but they're absolutely fantastic for building personal brands. Other companies, other B to B companies are using them as well. We're a B to B company. All the advice out there is you can't use Snapchat because you're a B to B company. That's not true at all. We've got business in Snapchat and it works really well for us because it helps build our brand and people can get to know us extremely quickly with Snapchat. It's like an invite into our personal and business lives.

Andrew: It's a case of proving yourselves as well on all of these things that Pete just mentioned. When we were young we couldn't say, "Hey, we're Andrew and Pete, we're the creative marketing company," if we weren't doing what we were saying. Any young person in this industry really needs to look at content marketing, how do they build trust up by showing up and know what they talk about? You're not going to get away from people that don't believe you know what you're talking about just because you're young.

Pete: Exactly, and what you could do you could use that to your advantage by even content marketing with what we said, a higher energy, more enthusiasm than slightly an older generation. You can get away with that, and if you're demonstrating your knowledge, if you're being real, and you're utilizing this new social media technology, you can really thrive definitely.

Roger: Again, I'm a massive fan of live video. I'm a massive fan of Snapchat. There's probably only me and two other people in the entire financial services industry that use Snapchat, but I've had business from Snapchat. It's great. I love it. There's a bit of a compliance issue around live video. There's this fear that somebody's going to stand up on a live video and start promoting investment advice or something like that, but we're sensible human beings. Use the video to let people get to know you. Just do a Q&A, do a walk around your office. Let people get to see what's happening behind the scenes. It doesn't have to be a selling experience. It can just be a human experience. Guys, this is all really good stuff. What I wanted to ask you as we get toward the end of this chat is what's the one thing that you think the listeners of the podcast need to take away from the all experiences you've had building the Andrew and Pete approach to marketing?

Andrew: The one thing is don't be afraid to take risks. Risk looking foolish sometimes but just pick yourself up, learn from that, move on. Like all the stuff we talk about before, if you do aim big then sometimes you are going to strike out but you have to learn from that, and when you do hit that big one it all pays off.

Pete: Yeah, on the theme of quotes, one last quote.

Andrew: Are we going Taylor Swift style quote?

- Pete: Justin Beiber. No it's not really. There's this quote and it's, "The young do not know enough to be prudent so they attempt the impossible. Year after year they achieve it." Something like that. Anyway, it's slightly off. Basically, the idea is go for it and you can achieve the impossible.
- Andrew: What's the worse that can happen? If we look at the actual risks involved in putting out a blog post and people not liking it what is actually the worst thing that can happen with that?
- Pete: Exactly.
- Andrew: You get a few snappy comments. That's not the end of the world.
- Roger: The FCA can come in, close you down, and fine you £50m. Are there any marketing campaigns? It doesn't actually need to be financial services. Think about any industry anywhere in the world. Give me an example of a marketing campaign that meets your Rule Breakers ideology that you've seen in the last year.
- Andrew: Our favorite example that we seeing have a lot of ... Pete touched on it before, is theBody Coach, Joe Wicks. That is just been a complete success story. If you look, he started with 15 second interesting clips on Instagram. Now he's got a book deal and now he's doing super well. He's got an online program that sells, and it's like £150 every time you sign up. He was a rule breaker. If he'd done things a little bit differently people might not like that style but he didn't care. Now he's doing super well.
- Roger: You've already mentioned your book, Hippocampus, and I'll put a link to that book in the show notes as well as links to your website, et cetera, et cetera. Are there any other business books out there that again meet your rule breaking criteria?
- Andrew: Everyone will probably have heard of this book, but our bible has always been The Purple Cow by Seth Gordon. That's just an insanely crazy good book.
- Pete: We also like Content Chemistry by Andy Crestodina. That's all about content marketing. It gives you a really good process, and that's a fantastic book.
- Andrew: Another great book that I think would be really good for IFA's is Sticky Marketing by a guy called Grant Leboff. That is a great way of actually looking at your ... it's basically a book about content marketing and how do you use it, what kind of stuff should we be creating for our audiences. Definitely read that one.
- Roger: Guys, that was an amazing chat. I've really enjoyed that. We've covered so much ground and it's really exciting to think that you can actually be different and use all this great technology out there just to stand out a little bit. You don't have to blow down the doors, even in an industry as conservative as financial services. If you do something a little bit different you can stand out. I hope a lot of people



listening to the podcast are going to go away and set themselves some FREE goals, not smart goals, some FREE goals. Guys, I also have hoped that people might want to get in touch with you. Why don't you tell me what the best way for people to get in touch with you is.

Andrew: We are basically Andrew and Pete on everything that you search. AndrewandPete.com has all the links. We are really loving Snapchat at the moment so if you're on Snapchat please just add us, AndrewandPete, all one word. The word, 'and,' as well, not the ampersand. Say, "hello," on there.

Roger: Fantastic, and I'll include all those links to that website and to Snapchat and the show notes of the podcast. You can find that at [Rogeredwards.co.uk/mpaf](http://Rogeredwards.co.uk/mpaf). In the meantime, Andrew and Pete, thank you so much for coming on the show. It's been an absolute blast talking to you, really enjoyed it. Let me wish you every success for the future and no doubt I will see you at TCMA 2017, if not before.

Andrew: Thank you very much for having us Roger. That was really fun. I hope people enjoyed it.

Pete: That was awesome. See you, Roger!

## **Roger Edwards**

### ***Helping You with Your Marketing Strategy, Content and Social Media***

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