

Introduction: Welcome to the Enchanting Lawyer Podcast, the show that walks you step-by-step to improving strategies you can use today to grow your business. We show you how being kind, useful, and, of course, enchanting will bring you more clients and build a thriving community.

Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hi, this is Jacob Sapochnick and welcome to the Enchanting Lawyer podcast where we teach great attorneys, entrepreneurs about marketing, leadership, and technology. Today, I have a very great and exciting guest, Ian Cleary.

Ian is the founder of RazorSocial, one of the leading blogs on social media tools. He's also known as Social Media Tools Guy. Ian is from Ireland, an expert in this area. He's married, three kids, and I learned that he's a kickboxing expert or advocate, participant.

Ian, welcome to our blog, podcast.

Ian: Thank you very much, Jacob. Great to be on your show.

Jacob: How are you doing today?

Ian: Absolutely great.

Jacob: Ian, why don't you tell us a bit about yourself? What do you do?

Ian: Well, I'm based in Ireland; like you said, married with three kids. My background is mainly technology. So I had about 15 years experience working in the software industry before I've drifted into social media. When I started in social media, we developed a business about digital marketing training. We still have that business on the go. But I look to see I want to develop something internationally. Having a knowledge of social media and having a knowledge of technology, it made sense to focus on the tools, technology practice, social media.

When I do this, I analyzed all the key influencers around the world -- most of them were in the US -- and looked up what content they're arriving. I found that they would write about tools and that would be very popular but nobody focused on tools because none of them really have a technology background. Then I launched RazorSocial, trying to own that niche on a global basis.

I assume that after three months I'd find a hundred other people doing it but that wasn't the case. I was lucky. That helped us move very quickly with the blog.

Jacob: Very good.

Ian, you're based in Ireland, like I said. Before we move into the questions about the different tools and what you do, I'm always curious to know, how do you differentiate the status of social media in Europe -- specifically in your country -- as oppose to what's happening in US? You working there, how does that affect your ability to provide content?

Ian: First of all, I look for the key influencers around the world in social media and none of them really in Europe.

Jacob: Right.

Ian: I think you mentioned this, Jacob, yourself that Europe is probably 18 months to two years behind at the states. My attitude was I'm going to focus on the US and then overtime they'll hear about RazorSocial in Europe if I just focus purely on the US side of things.

Now I do write on the content from Ireland and most of the network is done online so I don't need to be in the states. But what I do is every couple of months I travel over to different social media conferences like the one I met you out in San Diego, and that's to actually meet people as well.

A key priority, you can do so much online but when you actually meet somebody and have a drink or have a bite to eat, the relationships changes. I think it's really important to have that personal connection with somebody. Any opportunity I can go to the states, I will.

Jacob: Take off the social from online to offline. It's key.

Ian: Yeah, absolutely.

Jacob: Social tools. Our audience is mostly professionals, attorneys, entrepreneurs. Explain to me what are the tools that you're talking about due by the three most popular tools. Before we go into that, what do you mean by tools?

Ian: It generally distinguish platforms and tools. The platforms are Facebook, Google Plus, Twitter; all the big platforms. There's a big tools industry built up about tools, for example, to manage all the platforms. Specialist tools to get more benefit from the platforms, make it easier to share a content, make it easier to monitor brand mentions on social media and all sorts of analytic tools that are available. So there are all the tools that we talk about and some of the technical issues related to the tools as well.

Jacob: We all know that we have to be on this platform. Everybody is going to choose whether it's a Facebook or a Twitter. The tools are important to know how to manage those platforms correctly.

Ian: Yes.

Jacob: Why don't you tell me, in your case, what are three or four most favorite.

Ian: From a Facebook point of view, I really like Post Planner because Post Planner makes it very simple to share content on Facebook. What it also does, makes it very simple to discover content to share. I can go in to Post Planner and I can put in keywords and I can search what Post Planner returns is the most popular content that was shared related to those keywords.

Now I'm looking at content like images or blog posts or Facebook updates from a lot of people, now I can see what's actually popular already. That makes it much easier to share the content. It automatically schedules the content out as well. It will save you a lot of time on Facebook.

A lot of things on social media, imagery is really important -- creating imagery. But you can't always go back to graphic designers all the time. The likes of Photoshop are complicated tools for creating graphics.

I always recommend to people to use Canva and it's graphic design without any graphic design skills. I really mean you don't need the skills or go "I'm not good at graphic design." You pick a template, you drag images in, you change some text, and all of a sudden you have some professional images. You can share that on social media channels.

Jacob: Very good.

Ian: That's actually a really, really good one.

Jacob: Ian, before you move on to the next one. Canva is interesting because I've been using this and I've been using PicMonkey. Images has really been the biggest problem that I see for bloggers -- we have a blog as well -- and also for Facebook because, first of all, you want to make sure you have images with license. If you get something that you want to modify, you cannot just go back to the designer every day. It becomes very expensive.

Canva is interesting. It's one of those rising companies. You probably know that Guy Kawasaki just joined them as their speaker evangelist. Showing everybody the trend that this is going to be the future of -- we need visual.

Ian: Yes, exactly. It was a big coup for them that Guy Kawasaki joined. I mean they're not long out of beta and they have 300,000 users already. My prediction is within two years, they'll have at least 10 million users of Canva. It's going to be a massive global success. It's very evident it will be.

Jacob: Right. Which means that visual is going to dominate as we continue because visual stories, whether it's video or images, we have to use that with our blog post or Facebook postings.

Ian: Well, actually, now Twitter as well.

The other day I was looking at Walmart. If you look at Walmart's Twitter account, you'll see 90% of their tweets have images attached. It's really important just its images everywhere. Even on Twitter now, we have now a nice profile image with the latest changes. Yeah. You can also then pin images to the top so you can keep tweets over the top that have images as well. So, yeah, images all the way. Canva is one I definitely recommend as well.

For a general management tool, for managing the likes of Twitter and doing some basic analytics, there's two that I like: Hootsuite or Sprout Social.

Hootsuite, some people don't like the user interface for Hootsuite but it provides an awful lot of functionality. You can filter all your content, edit nicely into different columns. You can schedule your content. You can do analytics on it. Most of that is for free, unless you start moving into a team-base environment.

Sprout Social is a really, really good tool which sort of competes with Hootsuite. Would have a nicer user interface, some nicer reporting, and it's a little more expensive.

Jacob: What about Buffer? Is it considered also management tool or it's a different ...

Ian: Hootsuite and the other tools provide enough a lot more functionality. I would use Hootsuite but I'd also use Buffer.

As you know, when I'm reading lots of content on the web, if you see something interest, at least at Buffer you click a little button, it puts it into a cue, and then automatically sends it out based on the time you've specified.

Jacob: Right.

Ian: Buffer is absolutely an essential tool and it's free up to a certain point and then it's \$10 a month. So it's not expensive after that.

Jacob: For somebody who's starting out and they're building their scheduling program, you will recommend to start with Hootsuite and Sprout Social as oppose to starting with Buffer?

Ian: No. I would go low cost, first of all. So I'd pick Hootsuite instead of Sprout Social when I'm starting. I got Hootsuite and I have Buffer as well. I'd also use Buffer

because it allows me some free sharing as part of Buffer. So on your general day-to-day stuff you'd use Hootsuite. As you're browsing the web and you see some content, then you use Buffer as part of that.

Jacob: Very good.

Ian, I just came back from Las Vegas this weekend. I was at a big legal conference from marketing. One of the main things that was -- in addition to SEO -- is analytics. People were just confused and going crazy about analytics. I wanted to ask you, first of all, explain to me the importance of analytics in social media tracking. Second of all, let's talk about some of these tools we can use.

Ian: With the website and any of the online, it's analytics what it comes down to. If you have a website and you go, "Oh, this is a great looking website." That doesn't mean say it's giving you business. What you need to do is look at the analytics behind that and see, "How many people are coming to your site? What are they doing when they arrive in the site? What percentage of them are actually buying your products or signing up your email? Analytics gives you all this.

The likes of Google Analytics, it's completely free. You don't have any excuse not to use. Really it's trying to figure out Google Analytics, find the important information, and then ignoring a lot of the other stuff because there's so much data there. But it's really important to have the analytics set up.

Another tool I came across recently, and I'll share a link, it's called [unclear 00:11:04] I think it's called. What it does is it [trolls 00:11:06] through your analytics and it produces a report that's actually in English written down. It would say things in the report say, "This week you had 5% more traffic. Most of your traffic came from Twitter this week more than last week. Here's all the source of traffic." Actually, it takes all that information out of Google Analytics and then present it in a report type format that you can just read and understand.

I think for somebody not that familiar with analytics, it was an excellent tool for them. I'll definitely share that tool as well.

Jacob: Very good.

What I wanted to do is I want to differentiate the analytics of a blog or a website and Facebook and Twitter and all these social.

Ian: Yeah.

Jacob: In a blog, what are you looking for when you analyze your analytics?

Ian: It depends what your goals are. First of all, I am looking at -- I want to see how many visitors are there? How long they're spending on the site? And many are disappearing immediately without going anywhere else. But the key thing to me then is are people subscribing when they come to a blog? If a thousand people come to your blog, many people are subscribing to your email list. Because one of the problem is -- I heard a stat before -- over 70% of people that visit your blog won't come back.

Jacob: Right.

Ian: One way of getting them to come back is building them as an email subscriber, building a community over email, and then keeping that communication going. Because so many comes to your site, they may have just heard you in social media. First time they may have ever heard of you but they don't know you or trust you. Are they actually going to do business with you? But over time if you're communicating them whether on a regular basis and you are providing valuable, useable content, then they start building of that trust and now they are more interested in doing business with you.

Jacob: That's great advice. What about social? First of all, a good analytics tool for Facebook or Twitter.

Ian: Analytics tool are really like for Facebook as Post Acumen. It's developed by a really smart guy called Chad. What I like about it is that it's good analytics but it's actionable analytics.

Jacob: Okay.

Ian: Within the report it says, "Post at this time. Use these type of images. These are the best images that are working for you." You can do an analytic survey on your competitors as well within that. So that's from a Facebook point of view.

From a Twitter point of view, I really like Twtrland. That's really good for finding people to connect with and then analyzing the profiles and see who they're interacting with. They could be people you should be interacting with as well. They categorize people into 40,000 different categories. It's fantastic for finding the relevant people within Twitter.

Jacob: Right because Twitter can be so overwhelming. Facebook, you're trying to figure out, well, what is the best time to post? What are the best images or content? But Twitter is just -- Everybody is telling me, "I don't even want to go there because we don't even know where to start." That may be a good tool to start kind of analyzing the little groups.

Ian: Yeah. Because if you were starting on, let's say, [unclear 00:14:16], find somebody that you know that's relevant to your industry and knows high profile. And then look at who see who [unclear 00:14:23]. That will pick out.

The people they are talking to the most are generally other influential people within their area. So it's a great way of building up a list of people that you can connect with.

Jacob: Right. Perfect.

Again, a very common issue that comes up is for people not to do it properly or not even to do it at all saying, "We don't have the time. We don't know where to start." I was just curious to see, do you follow any particular routine or strategy on a weekly basis? And if so, why don't you share it with us, what is the best way to do it.

Ian: Really, to me, it works best early morning. I start generally at 6AM and I do my blogging, I do some reading, and I do some content sharing.

I definitely finish before 9 o'clock. This is now for every business. Three hours is required for every business. This is my business so I spend a lot of time with this. But I think getting a routine. If you're going to blog, get a routine where you go "I'll do it late at night or early morning," or "I'll do it every Saturday morning." Well, get that routine. So I do that early morning.

Then I would jump in to social media maybe 11 o'clock, 3 o'clock, and 7 o'clock in the evening. I'm not constantly on. I just went in and out for five or ten minutes. I'm looking for opportunities to interact.

So in the morning, I might find content and I go, "Oh, here's a great content," then I'll share it out." When I'm jumping in 11:00, 3:00, 7:00 then [unclear 00:15:56], I want to interact with people and have conversations with people, you know?

Jacob: So comment, retweet, do all the kind of stuff.

Ian: Exactly. Exactly.

Jacob: What about your scheduling? For example, do you follow a content calendar? Often I hear people talk about, "You should have a content calendar. Know exactly what you're going to be doing Monday through Thursday.

Ian: Yeah. Say, for example, the blog is the core piece of content. What I do is I blog twice a week and I deliver a blog post 11AM on a Monday, 11AM on a Wednesday, and I never, ever miss that. My content, I've written my content for the next six weeks.

What I actually do is I create the content. I pass it on to a girl who takes that content and add some imagery onto it because the imagery takes me time so that saves me time. Then that's passed on to an editor who just make sure the grammar is correct and there's no obvious spelling mistakes, all was good in bad grammar, and spelling. That kind of tidies it up.

So I have a little production system going. But I do try and follow a schedule all the time and stick to that. Then I send a newsletter on a Monday evening and a Wednesday evening all the time as well.

I think it's really important to have consistency. Don't blog 10 times the first month and not again for six months time. Or don't put all your updates on Facebook today. Spread them out on a daily basis and have interaction, you know.

Jacob: Right.

It's interesting you mention that you work with a team, somebody will edit or imagery. How do you manage to balance the voice and consistency of production?

Ian: The thing about is it's imagery which is fine. It's just I want some images. I've created the titles, I've created everything else, and some images, and maybe some screenshots. That's okay.

From an editing point of view, I'm not looking for somebody to rewrite the content at all. I'm really looking at is anything I have grammatically incorrect, or is there spelling mistakes, or is there something obvious I've missed as a point? I just can't get somebody to write my content. It has to be my content, my tone of voice, my humor, and I don't want to ever lose that.

Jacob: Exactly. That's your edge.

Ian: Yeah, exactly.

Jacob: Ian, the post that you posted on your blog recently, which caught my attention and I really liked it, was a post that you mentioned how to get more engagement on your blog, how to get more comments.

Ian: Comments. Okay.

Jacob: This is something that people are always curious to find. I didn't really find anything on this topic. When you published it, it was just amazing. Can you share with us some of the strategy that you posted there and maybe some other things that you feel were helpful for new bloggers?



Ian: Yeah, absolutely.

From a new blog, the problem with a new blog is you don't really have an audience. When you don't have an audience, you write a piece of content and nobody comments on it, and nobody shares it. That's demoralizing and that's very hard. One way of getting comments is writing a really good article.

Say, for example, Jacob, you decided -- I know you have a blog already but just say you're setting up a new blog and you write your first article. Without an audience, you have to reach out to people and say, "Reach out to me," and say, "Ian, I wrote this article related to social media. I'd love to get your feedback. Would you mind putting in a comment and tell us your opinion?" Reach out to people and send a genuinely nice email and then people will put in a comment or two.

Jacob: Right.

Ian: You do that for a few blog posts when you're starting off and then your audience will start growing and then people see that a lot of people are commenting. So now, all of a sudden, people comment and people get used to comment. Some people comment once then they'll come back and comment again.

It's your responsibility to get them comments. Never just start a blog, write a post, and assume you'll get comments -- you won't. You have to go and put that initial work in. Invite people into the page to get the comments.

I do other things like at the end of the post I say to people, "Here's three options for you at this stage. One is action what we've done above. Two, share the content. Or three, I'd love if you comment below." I really try and put a nice message there to encourage a comment and that encourages comments as well. It's very [unclear 00:20:26].

Another one is just making it easy for people to comment. Don't have a system so that I would come to the blog, I have to register all my details. I use a commenting system called Disqus.

Jacob: Yeah, that's what we use. You like that one?

Ian: Yeah, exactly.

If I go to your blog, Jacob -- I'm logged in to Disqus so I know I'm not going to have to put in my details. You made it easy for me to comment, you know? Always ask a question at the end of the post as well, encouraging that comment as well.

Jacob: This is great advice.

What do you think is the importance of these comments? What is the value, really, of having as many comments as possible on your postings?

Ian: I really enjoy the comments and I'd love to get other people's angle and perspective. When I write a blog post, it's not a finished article. No matter what you write, there's always somebody else's opinion. Maybe you are going to write [unclear 00:21:23], maybe you missed out another area. That's adding value to the blog post itself. Also, from a Google perspective, now you've got your content and then you've got lots of other content coming in that Google has index as well.

If you look at research, there's a guy called Neil Patel.

Jacob: He was on the show as well. He was, I think, our third guest.

Ian: Oh, great. He is a good guy.

He located, research, and found that the average in the top 10 search results in Google, most articles there are over 2,000 words. The issue is that it's not that you have to write long articles, it's just that longer articles generally have more useful information.

Jacob: Right.

Ian: So getting your article and then getting lots of comments, that just makes it much more ...

Jacob: That creates even more content on the same discussion.

Ian: Yeah, exactly.

Jacob: Right.

Ian: A lot of people say to me sometimes word over here about the tools. In the comments, a lot of people go, "Oh, you haven't covered this too." Great. There's another idea for another article. It's a community of building as well. It's not just writing an article, it's a community that's important.

Jacob: Right. That's interesting you mention because I wanted to ask you, you have all these tools that you review, you actually try them yourself, of course, and then you create all this.

Ian: Yeah.

Jacob: The question is how do you know what is going to be the next thing that you want to try? Is it based on trends or based on something that you find useful that you're looking to do?

Ian: A lot of times it's been stuff that we wanted to do ourselves within our own business. So, for example, we implemented a marketing automation tool recently and then we started writing lots about marketing automation because of those tools that we were using as part of the business, you know.

Jacob: Right.

Ian: Now there's certain areas like tools I'm looking at at the moment for companies that use internal social tools for communicate with employees.

Jacob: Like Yammer type of deal.

Ian: Yeah, exactly.

We're a small company so we're not going really use that tool. I need to look at how I can get that content out to the blog and get people to write about that maybe first if we're not going to use the tools. What up until now it's been a lot of -- has been our problems, what issues we had and we go, "How can we figure them out? Here's three tools, let's try them out. Wow! This is working. Let's write a post about it."

Jacob: Right. That's perfect. So what do you think about mobile? What kind of tools we can use in mobile to be more effective.

Ian: I suppose if you look at the likes of Facebook, more people are using mobile than desktop.

Jacob: Right.

Ian: So social media channels like Twitter and Facebook are mobile platforms.

Jacob: Right.

Ian: Sometimes people use desktop with their mobile platforms. So I think it's important to look at mobile first.

Now, there isn't really great management tools for everything on social media. There is like stuff like on Twitter I use Tweetbot which is a really good Twitter management tool. What I like is a lot of image tools, video editing tools that are really interesting where you can capture a picture, create a quick video using something like Flipagram.

Jacob: Yes.

Ian: Then you can share the videos in that that which is great. One I was looking at last night is one called Word Swag which is another great tool for taking images, put nice text updates, change the slant or the orientation of it, and then sharing it out on Facebook and Twitter. So there's lots of these types of tools starting to come out which is interesting.

Jacob: You mentioned those two tools, they're well connected with Instagram. Are you a fan of that platform? We didn't talk about Instagram?

Ian: Yeah, I do. I have an article on Social Media Examiner about Instagram tools. It's a very good visual platform. It's growing rapidly. It's probably going to double in growth this year.

Jacob: Right.

Ian: So really depends on your business because you don't want to be on all the tools just for the sake of it but depends on what area you're in. Certainly, if I was in something like fashion, I'd definitely be on Instagram.

Jacob: I like that you say that because a lot of other experts who are in social media they say, "Well, you have to be everywhere." It doesn't matter what business you are. You can be good at Pinterest. I tend to disagree with that because sometimes we can all be on Pinterest because our business ... We can try but we won't be able to be consistent there as oppose to if you have content.

Ian: I think it's absolutely pointless. I agree with you, Jacob. I think pointless if you go -- If I'm going to spread myself too thinly and be on Pinterest and Instagram, Facebook, and Twitter, or LinkedIn, I'm not going to get value in any of the platforms. So we have to be realistic about our time.

My thing is to look at the platforms and go which are the most important ones? If I identify three or four, I might start with one or two. I can get that working really, really well. Like you were saying, you're not that active on Twitter. It makes sense. You have a very successful Facebook presence. If you are on all the different platforms, maybe Facebook wouldn't have been as successful.

Jacob: Right.

Ian: Spreading yourself too thinly just doesn't work.

Jacob: Yeah.

Ian: What I do do is I try to make sure that I support the other platform somehow. For example, on the blog, and in my imagery, it's Pinterest-friendly, it's the type

of images people pin a lot, and I make it available so that people can pin the images but I'm not that active on Pinterest.

Jacob: Right.

Ian: People are pinning the images a lot and we're getting people back to the site because we made it Pinterest-friendly but we're not necessarily engaging a lot.

Jacob: Very good.

Ian, I wanted to ask you this. You've been active in social media for some time now. What do you think is the value of having mentors in this fair? If you want to tell us about your experience with that as you become more successful in this field.

Ian: The same with any industry of moving into, social media is a relatively new industry and it's difficult and you'll make a lot of mistakes. You have a choice of making the mistakes yourself and then find the mistakes and then correct them as you go along, then make more mistakes and correct them as you go along. Or find somebody that's been through this before and can point you in the right direction. That could be somebody that's just a mentor that's unpaid that just helps or somebody that you paid for that helps in a regular basis.

Two mentors that spring to my mind is that helped me a lot along the way is Mark Schaefer is one. He's just a super guy that helped me. I got my first speaking gig at Mark's conference because he took a chance on me. The only reason I was speaking at a lot of conferences is because Mark gave me the first chance, you know?

Jacob: Right.

Ian: Second one is Mike Stelzner from Social Media Examiner. He's been a very good friend and helped me enough along the way. Neither of them is paid. This was just -- they helped me. Two guys -- there's plenty other people -- but they're two guys that I'll never forget because when I was starting off, they took a chance on me by spending time, give me advice in a regular basis for nothing, you know?

Jacob: Right. I totally agree with you. Mentioning Mark he's, like I said, we talked about him before. He's a great guy. Having somebody that gives you the motivation to start, you feel encouraged. Because last thing you want to do is have somebody tell you, "Listen, forget about it. You're not going to make it." It doesn't mean you're not going to do it but just starting off in a very bad step and having that encouragement saying, "You know what, anything can happen. Everything is possible in this fear as long as you have that direction."

Ian: Exactly. It's finding somebody that's quite successful that you like and get on with that has made lots of mistakes. If you know somebody that's made mistakes then they found the issues and problems and moved on and then [unclear 00:29:19].

Jacob: What do you think are some of the new tools coming out or something that you look forward to is happening at the end of this year or next year? What is the future in these tools?

Ian: That's a very difficult question. It's like looking into a magic ball because the problems are the platforms are changing and new platforms are springing up.

Jacob: Right.

Ian: I think one of the things is there's a tool called Zapier. Zapier, what it does, is tries to link tools together. So you go, "Oh, somebody upload something on YouTube," it then automatically send a tweet and automatically do something else. I think there's going to be more integration of the tools so that they interoperate together better because that's what people really want as well. That's one thing I do say.

There'll be definitely more mobile and much better mobile management tools and I think some businesses will only use a mobile device to manage all their social media. I think we'll get to that stage. Because if I'm working in a florist, sitting back and get my desktop out might be great whereas if I can do everything on my mobile device, that would work better.

Jacob: Right. More people are going to start shifting to using their handhelds whenever they travel. Being more accessible in mobile is definitely going to be the future. I totally agree with you. I'm excited because our phones are going to get better. The new iPhone coming up this year and who knows what's going to be -- what kind of apps are we going to see on that phone, right?

Ian: Yeah. I love the way mobile phones have gone. They've gone smaller, smaller, smaller, smaller. Now the screens are getting bigger, and bigger, and bigger.

Jacob: Now it's gone bigger again. So it's going to be more visual. Coming back to visual, right?

Ian: Yeah, exactly.

Jacob: Very good.

Ian, as we're coming to the end of our show, why don't you perhaps share with our audience a favorite book that you're reading or you want to recommend. Doesn't have to be a business book.

Ian: I read a lot of business books. I really enjoy them.

If people are interested in speaking skills, which I love and I love speaking, Nancy Duarte, has a book called Resonate and it's just brilliant. If you want to learn all the structure of speaking of different events, it's just fantastic book.

Second one I would recommend is Mike Stelzner's book Launch. It's a few years old now.

Jacob: I read that one. It's excellent book.

Ian: Yeah, it's great. If you're going to blog, well, don't start on your own. Read that book first and get a lot of share quotes. Mike just shares all his knowledge through. So definitely work that one as well.

Jacob: Very good. We're going to try to get him on our show too. I know he's less busy now.

Ian: Oh, great. Great.

Jacob: Definitely.

I wanted you to share a quote that you like or you feel that would be good for our audience.

Ian: Perfect.

One that I have used [unclear 00:32:02] because it sort of makes sense, resonates me is "Man cannot discover new oceans unless he can lose sight of the shore." That resonates with me because, I suppose, one thing I'm in Ireland. I have to lose sight of the shore and travel over to the states to discover things. So it's really taken some risks. You need to take some risks, you know. If you don't take the risks, well then, not a lot is going to happen.

To me a risk was -- for the first year of my venture, I invested money. I was spending on flights, writing content and not getting paid for it. Developing, growing the audience but now it's all coming back. I had to take that risk.

Jacob: Very nice.

Ian, you live in Ireland and you have a family. I think this business changed the way you are living your life now. You have more time to spend with your family. You exercise a lot. Tell me about your kickboxing thing. I was intrigued by that. Is it something that you do ...

Ian: I actually haven't done kickboxing for about six months but I'm going back to it soon. Fitness is the thing I just love. I love fitness. Most times I start work at 6 in the morning and about 12 o'clock, I have six hours work in. [unclear 00:33:17] to food so I go and train for an hour.

Jacob: Excellent.

Ian: Then I come back in and then I'm ready for the afternoon. I don't get tired in the afternoon because I've done my work out and I'm ready to get going again.

Kickboxing I used to find and I'm looking forward to come back to it. If you want to forget about work completely, if somebody's coming at you with a fist, throwing you a punch, you've got to work really quickly. You need something just a complete escape and to me, that's my gym. The gym and fitness is my escape from this.

Jacob: Very good. I can relate to that. I was practicing taekwondo for a while and that was a good escape just to get out of there. When somebody is kicking you in the face, you don't want to think about work at that point, right?

Ian: No, no. Absolutely not.

Jacob: That's good advice for work and life balance. We can throw in that podcast in addition to the tools.

Ian: Absolutely.

Jacob: Very good.

Ian, where is the best place to find you online?

Ian: Razorsocial.com. I'm in RazorSocial. That's the best place. Or maybe on Twitter@IanCleary.

Jacob: Thank you so much, Ian, for coming on our show. I'm very honored that you've been taking the time from Ireland to come on the show.

Ian: I'm very honored to be on it as well. So thank you very much for having me.

Jacob: Thank you, Ian.

This is Jacob Sapochnick, [enchantinglawyer.com](http://enchantinglawyer.com). Hopefully you enjoy our episode. Please leave comments or email us with any suggestions for our future shows. Thank you and have a great day.



Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at [enchantinglawyer.com](http://enchantinglawyer.com). That's [www.enchantinglawyer.com](http://www.enchantinglawyer.com).