



SPI Podcast Session #177 - Periscope — Another Fad or the Next Big Thing?

Show notes: <http://www.smartpassiveincome.com/session177>

Intro: This is the Smart Passive Income podcast with Pat Flynn session number 177 #bromance.

Welcome to the Smart Passive Income podcast where it's all about working hard now, so you can sit back and reap the benefits later.

And now, your host the winner of the Academy of Podcasters Best Business Podcast Award for 2015, Pat Flynn.

Pat: What's up? What's up everybody? Thank you for joining me today in session 177 of the Smart Passive Income podcast. Today, we're bringing on a guest who's been on the show three times before. This one of my best friends in the world, this is Chris Ducker, from ChrisDucker.com and Youpreneur.com, which we'll talk about in a little bit.

But today, we're going to be talking about this thing called [Periscope](#) and the reason why I wanted to bring Chris on is because Chris has been utilizing Periscope very well not just to kind of share fun things that are happening in his life. And for those of you who don't know, Periscope is a live streaming app that you can open up in your mobile device and you can literally share what's going on around you live to people who are watching you and you can interact with your audience and we'll talk more about what Periscope is and how to use it and best practices and all those sorts of things in this episode.

But, the thing that struck me about Chris is, you know, I've known Chris for quite a while, I know that he is very, very, very strict with where he spends his time. And I saw him spending a lot of time on Periscope and then I asked him, well, how is Periscope thing working for you, obviously it must be because you're spending a lot of time on it. And he said, it's absolutely doing what I want it to do. So, we're going to be talking about all those things today in this episode, so without further ado, here is Chris Ducker once again, my brother from another mother from ChrisDucker.com and Youpreneur.com. Here we go.

Pat: What's up everybody? Pat Flynn here again with one of my favorite guests on the show one of my favorite people in the world actually, Chris Ducker back for a fourth time to talk about something very special.



Chris, welcome back to the show buddy.

Chris: Thank you brother. Good to be back and I'm pumped. I'm more than excited to be here actually, I'm tingling at the very thought of being on your show one more time.

Pat: A little bit personal, we haven't even – we just started and you're talking about tingling things already. But, let's – let's talk about why you're here, I mean you've been on the show before, you have an amazing breaking brick and mortar business two hundred and fifty employees in the Philippines, you also have ChrisDucker.com, [Virtual Staff Finder](#) which I know a lot of us have used before including myself.

And now, you are big into this thing, a lot of people are trying to get to know you because of what you are doing with Periscope and for those of you who don't know what Periscope is, Chris is going to tell just a second. But, the reason this really got my attention you putting a lot of time into Periscope is because I know you, Chris, you put your time where you know it can help you. You were very, very clear with I only spend time where I know it's going to help me and here you are spending quite a bit of time on Periscope.

So, first of all, what is Periscope and secondly, why?

Chris: Well, Periscope ultimately is your own cable TV show in your pocket, that's really what it is. It's a mobile app that is owned and operated by Twitter. They bought it very early on – very early on in its infancy before it really became public quite frankly.

And so, obviously it's going head to head with [Meerkat](#). I've tried Meerkat, I didn't like it. Periscope, I used it once and fell in love instantly. We can probably talk about that a little bit in a minute. But, ultimately the reason why I'm doubling down on this thing is because as you well know I'm all about that P to P connection with my community that people to people to connection.

And, I have no problems talking in front of a camera, I have no problems providing value and answering questions on the hop and I'm quite happy to adlib until the cows come home. So, ultimately it really, for me this is like a dream come true man. If I had this thing five years ago when I got started online I would have been all in on this five years ago, but it's late, but I'm embracing it now and I'm glad you are as well.

Pat: Yeah. I mean I have been – I've been enjoying it very much and the people actually we didn't even mention this, but there are about a hundred and fifty people watching us live on



Periscope right now while we record this which is really awesome and they're giving us hearts they're saying some amazing things and we'll talk more about them in a second. But, my question is well, wasn't live streaming around for a while? There was [UStream](#), there was [LiveStream](#), what makes Periscope different?

Chris: Well, yes, it has been for a while, it has been around for a while, but, you know, what makes Periscope different is that it's literally available for everybody. It's right there it's on their phone, it's in their pocket, it's very intuitive, it's very, very easy to use and I mean it's instant, isn't it? You know with UStream, you're going to go and you're going to set it up and I think I have – I did one UStream broadcast in my life and it was enough to end up all for me because it was so tiring and it was just – there was just so much involved in having to set it up and get people there and all the rest of it. With Periscope, it makes everything much, much easier.

Pat: Yeah. I mean that's for sure. I've done some live streams before as well and it does take a lot to set up, but also, you know, Periscope is on your phone and everybody has access to a phone and a camera and it's free. [Laughs]

You know that's the crazy part about it, it's absolutely free and anybody – anywhere in the world with a connection can live stream wherever they're at. So, no longer do we need a studio with lights and all these stuff, it's a little bit more casual so it's okay if it doesn't look as good. But you can also take your audience anywhere and not just the audience that you already have, but the audience that you can build on Periscope too because people are finding a lot of people and being introduced to each other as well through this platform and it's truly, truly amazing.

And so, the fact that you're spending a lot of time on it made me want to explore it more and I've explored it for the past couple of weeks now doing a couple a day. And the interactions that you have the live interaction the communication you have with your audience as well and it's just a load of fun, it helps people understand you and that you're authentic and, you know, all these things too. So, if you aren't on Periscope yet I would highly recommend you check it out.

And for those of us, Chris who are just starting out or for those who want to get started, what are some tips that you have? I mean we're just going to spitball go back and forth on what's been working and what's not working and, you know, you've obviously seen a lot of people start Periscope recently as well and, you know, I know some are better than others. Let's talk about it, let's kind of do a brain dump of Periscope tips right now to help people out in any which way possible. So, how about maybe we can even go back and forth and just kind of just go riff off of each other that way. What do you think?



Chris: Yeah. I love that idea. I mean, so I think the first thing is that, you know, understand that it is casual. You know you can become obviously, I mean, you know, you could go the full blown, you know, sort of, you know, the whole broadcasting root with this whole thing and get lights and backdrops and a set and all that sort of stuff and, you know, mics and all that stuff.

And, you know, I've got a mic that I plug in just for clarity purposes from time to time, but other than that, I don't use lights. I don't do anything at all other than just, you know, slam my phone on the tiny little desktop tripod which is what's, you know, it's on right now as we live broadcast this, but that's it. So, you know, my number – my first kind of tip here is really just to keep at first initially anyway, just keep it candid keep it easy, don't stress about having or trying to come up with a ton of different topics to talk about. Just keep it candid and genuinely just be you and connect with your audience in a very authentic way so you're not having to stress out over things too much, but as time goes by you can obviously become a little bit more strategic.

Pat: Right. I mean I know a lot of people who have wanted to start a Periscope after seeing you do it after seeing a number of people, you know, really start to build a big audience on it, but they freak out, they get scared and you know even more so than filming a YouTube video where you can re-edit and re-record and stuff, I mean this stuff is live.

So, do you have any tips for people who are going into this live thing, I mean you said be casual be yourself which is obviously very important. But, you know, there's just something about this live thing that's really scary for some people. I mean some people I'm sure listening to this right now couldn't even imagine allowing people into their lives to see exactly what they're doing not just what they look like, but where they are or what they're up to and how their voice sounds, everything.

It's all kind of a – it's really scary a little some – for some people. It's like they're almost, you know, everybody watching us right now, it's kind of – it's like they're spying on us, right? Like I have to make sure not to pick my nose right now because everybody can see that and will probably call me out on it.

Chris: Right. And you do – and you do, you pick nose quite excessively, so that's -- I can understand how you're having to [Overlapping conversation]

Pat: When you use your voice you get to keep the air streams clean and – anyway.

Chris: Now, he's trying to -- now, he's trying to like, you know, justify the nose picking issue that he obviously lives with.



No, I'm playing with him only, he doesn't – he doesn't pick his nose that much.

Pat: I do. I do.

Chris: But, he – no, I think what it is honestly, it really comes down to, you know, understanding the fact that, you know, maybe this isn't for everybody, maybe Periscope is not for everyone. Maybe you are introverted, maybe you, you know, you don't like the idea of being in front of people even anonymously on the internet, there's nothing to be liked. I get that totally and I understand it and if that's the case, that's cool, then, you know, carry on blogging, carry on podcasting if that's your vibe, it's all good and no one is going to persecute you for it for not wanting to use Periscope.

But, I think for those people particularly those people that are building a business based around a personal brand per se, I think it's very important for people to engage and embrace Periscope. It ain't going to go nowhere, you know, Twitter are investing stupid amounts of money on this and -- hang on I need to turn off my Skype thing here before we start getting -- okay, do not disturb.

Pat: I got Skype blocked just now.

Chris: That's why we do it. Yeah, just blocking everybody right now.

So, yeah, I just, you know, for me it's all about just understanding that because I built a business around me and my personal brand and my personality, my value that I provide my audience, it's important for me to really double down on Periscope for me personally because it's a genuine kind of platform where I can just be myself and truly practice what I preach.

And what I practice is exactly what I preach, you've got to be you all the time. This is the way people do business nowadays and, you know, I know that you're a big believer of that philosophy as well.

Pat: Yeah. I mean I mean I agree with that, if you are building a personal brand it's obviously important to be personal and there is really no other way to be more personable than something like this except for meeting people in person you know. And I think a lot of cool things can happen and, you know, it almost feels like, you know, you're building a real relationship in this way, I mean I know I feel like that with the people are on watching now.



Some people who are watching now also mentioned that, you know, they're scared about the perfection, you know, the perfection is holding them back, they're trying to be perfect. And this is for anything -- anybody doing anything. You know we want to do our best and when it comes to doing things live where you can't edit it and you can't kind of redo things, if you're trying to be perfect, it's just not going to work.

But I like that you also said this isn't for everybody and if you feel like it's not for you because there are legit reasons, it just doesn't make sense for your business, then move on from it. And I think that's -- that's really smart that we talk about that now because this is growing, it is big, everybody is talking about it now, this is the next big thing. And whenever the next big thing happens, people get into the next big thing who shouldn't be on the next big thing you know. Don't lose focus on what's important.

Chris: Yeah. You make -- you make a really good point there actually where you say that, you know, maybe because it's the next big step -- next big thing and everybody wants to be involved in it, you know, a lot of people do like getting involved in it and it either doesn't fit them well or they're mumbling or stumbling too much or whatever the case may be that you shouldn't be on there. So, you know, you'll know, I think ultimately you're going to know whether or not this is going to be for you pretty early on. For me, I knew it almost after my first just handful of scopes I knew I wanted a double down.

But, you know, for me really it's just that it's the perfect way to be able to deliver value to my audience so much so that where, you know, when I sit and plan just last week my content calendar for the rest of this year with my team we're actually planning out content to share directly onto Periscope and not just on the blog and my podcast and elsewhere. So, it really, you know, that this is now personally going to become a very, very important part of my overall online growth strategy.

Pat: Yeah. I think it's really smart for you, I feel like it fits right into my business and I really feel like one of the things that helps me the most because I will be honest with everybody out there watching and listening right now. I get -- I still get nervous before I hit record and, you know, I spend a few extra seconds just, you know, okay, it's like let's do this, we got this like kind of having to give myself a pep talk before I go. And so, hopefully that gives you some encouragement because, you know, some of the best performers in the world throw up before they go on stage, you know I don't know who the singers are.

But, also what helps me is I just click and go, you just get started. And I found that once I get over that hump I've actually just hitting that button, it actually just I get into it and you get into that zone where things just start to flow, if you plan ahead. Now, when I first started doing



scopes, I didn't really know what I was going to say, I was just at a location, I actually started mostly in Australia when I was getting coffee and I just said, hey, ask me anything and that's a great way to start just, hey, if you guys have any questions, you know, you can ask me.

But, Chris, I know that you plan ahead, you actually outline I think the scopes that you do ahead of time. That's one cool thing about you is when I get a notification and that's one another powerful thing about Periscope is when people follow you when you come out with your – when you're live streaming, there's a notification that those people get and it basically says, hey, guys whatever you're doing stop because check it out, Chris Ducker is right now live, come and watch, and that's huge.

When you think about how much we're trying to get in front of people how much we're trying to collect e-mail addresses, how much we're trying to get, you know, people to follow us on Twitter and Facebook, I mean stopping people where they're at and saying, hey, guys watch me where I'm at now, would be very powerful if you're delivering the right message of course.

So, how does that stick with you and then like how much do you plan before – before these things go?

Chris: It really depends, you know, some – I got to be honest with you, it's still a bit of a duck shoot right now because I plan some scopes before. And when I say plan, I mean literally, we're talking about a posted note pads, a pen, and like three talking points and then, coming up with a really kind of intuitive-type title to entice people in. And ultimately – and you, you know, it never usually really goes the exact way that I think it's going to go, but it always leaves me down some sort of a path where not only am I providing value, but I'm continuing to connect with my audience and that is the key right there. I think the Periscope growth period is to genuinely connect with the audience. And when I say connect, I don't mean just scope on a regular basis. I mean actually acknowledge and engage with the people that are on your broadcast, and that for me is my focus.

So, yes, I want to provide value, yes, I do schedule some talking points. Every now and then I'll actually just get on to Periscope and say, hey, I got fifteen minutes, ask me anything you want, I'll talk about anything. I did one of those broadcast earlier on today, I was literally on fifteen minutes and by the time I was done and finished, you know, there's another twenty thousand hearts ready to go.

So, I think as long as you provide them value, it doesn't really matter. But at the end of the day, I think that Periscope will become more professional. I think that the people that generally want to make a more major impact on it will ultimately have to stop planning their scopes out



almost like a TV show and scarily enough a live TV show where anything can go wrong. But obviously with a live TV show they don't, you know, people on live TV they don't have the ability to interact in real time like this. Yes, they might be streaming Twitter next to them or something, but this is a whole different ball game. This is like live TV and social media combined on the biggest most powerful horse steroids that you can get on the illegal market.

And that is -- and I believe that is why I believe that Periscope is going to be such a massive game changer in any industry it doesn't matter what business you're in.

Pat: Right. Well, it was the big thing. Actually, no, it was Meerkat which is a similar app, that's what came out first actually. That was the big thing at South by Southwest this past year and then Periscope by Twitter came out a week later. So, you know, this live video live interaction things has been very big since then and I think Periscope does have more room for growth in terms of helping people be -- be more professional. But, I don't know, I like the casual aspect of it, but, you know, they are always coming out with new features and things like that. And the cool thing about Periscope is I really admire the way they launch, they launch definitely with an MVP a minimum viable product and they've been listening to the audience and asking what else do you want in this and so, more of these features are coming out which I think is really cool.

We're going to get into some more tactics and strategies like, okay, this is what you do when you start a Periscope, this is how you get more hearts and, you know, all these stuff. But, let's just keep going back and forth, are there any tips that come to mind for those beginners out there who are on Periscope and, you know, maybe they're still waiting for that first one or they've done one and maybe didn't get a lot of viewers?

Chris: Well, you know, okay, so let's break this down. What do we do to actually start Periscoping, right? What do we do to actually start our first scope? So, you know, we open up the app, we click on the broadcast, you know, button at the bottom of the screen or at least that's the way it is on iOS. I don't even know how it looks. I've got to assume it's similar on the android.

Pat: It's similar.

Chris: Right. So, and then, at the end of the day what you want to do is you just you click that thing you click the button and then you go ahead and insert a title of some kind. And, when you insert that title, it has to be as enticing as it possibly can be without being too stupid obviously or too misleading. You don't want to go sort of on the whole bait-and-switch scenario, but obviously nice and enticing and, you know, get people's reaction immediately so they go ahead



and click on it, you know, above and beyond all the other broadcast that they could be tuning in.

Now, your hardcore fans, followers, friends, and family are going to go ahead and click on whatever you, you know, whatever you go live with regardless because, you know, they're fans of you they love you, it is what it is. But, you know, we're not just about we're not doing this just for our normal audience and community, we're actually doing this to try and find new audience members and to grow our community through Periscope just like we would anywhere else in social with Facebook or LinkedIn or Twitter or anywhere else for that matter. So, you know, once you get that title in, you hit the big red broadcast now bam and boom! You are live baby.

And at that point, it then becomes if you want to get any real kind of clarity on things, it then becomes, you know really important to use a few little -- a few little tactics to make sure you do, you know, get things like followers and heart and shares and things like that. So, we can totally, you know, stop busting some of those things down if you want.

Pat: Right. So, when you started Periscope, there's a button that gives you the option to tweet out that headline that you create and Twitter is pretty much predominantly where most of the people started following you from and getting notice. And what happens is people who don't even follow you on Periscope can come and view your Periscope. If they are on a desktop, they're going to see the desktop version, if they are on a mobile device, it's going to open up the app or prompt to open up the app or download the app which is going to allow them to truly follow you on mobile and get those notifications in the future. So, that's the first thing you want to do.

Also, put your copywriting skills into place for that headline, I think that's really important as well, make it short, sweet, and enticing as well. Some people have been doing some cool things with, you know, emojis and emoticons and those types of things to kind of capture people's attention as well. But, there's another way that people can find you and these are people who have never found you before who could become a follower and potentially a raving fan down the road. And that is through Periscope's just list of broadcast that are going live right now and there a lot of people who just randomly go and see what's on right now and they might find you in that way especially if that -- that is an enticing headline there.

Another thing when you're just starting out is during the first few seconds, whatever you have on the screen through your mobile app, that's going to become the sort of thumbnail or icon image for that particular scope that you created. Am I right, Chris?



Chris: Yes, absolutely. But, you know, you don't have to show that for very long, it can just be literally a second or two and then it's always wise to just flip the camera over to you so that when people, you know, you know, start actually viewing your scope, they don't see, you know, the random Coca Cola can that's in front of you, they actually see you.

Pat: Right. And there is a person in...

Chris: And I just I got to tell you a story real quick because this – it's embarrassing to really like admit this, but when I first started playing around, I don't think I told you this story. When I first started playing around with Periscope, I was searching around looking for different people's scopes to look at and we talked about random, you know, thumbnails and stuff and I came across one which was of a ceramic elephant. And I then decided to click on that scope which had the title, Ceramic Elephant and it was just the picture of -- or rather it was just an image a video image being broadcast to tons of people all around the world of a ceramic elephant on somebody's living room floor.

Pat: What?

Chris: And there was this weird – I'm telling you it's the weirdest...

Pat: How many people were watching with you?

Chris: Oh, I don't know, probably – I can't remember, probably seventy, eighty people, I don't know. It was the weirdest thing. But the – what was even more weird was that, you know, the camera was moving so you knew somebody was there, they didn't just set it up on a tripod for a prank or something. And so, in the background there was all these kind of jungle noises, a music and drums and every now and then you would hear, [elephant sound] you know it's elephant noise and it was like the weirdest thing. But what was even more weird? Was I sat and watched that thing for way too long like [Laughs] way longer than I should have done it, way, way longer. True story.

Pat: That's funny. So, is the strategy just find a ceramic elephant and just record that for a few minutes? Anyway, that one is funny though.

Another – so, somebody in one of the Periscopes that is watching us live right now, Styles mentioned that you can actually tweet out ahead of time and let your followers know that you are about to do a live stream. I think that's a smart strategy as well, kind of prime your existing followers to know that, hey, in a few seconds or in a minute or two or whatever time during the



day that you're going to do it, look out for this link – the Periscope link, follow me here so you get a – you get a notification and that way you can get even more viewers on.

And the more viewers you have on the better because it becomes that community aspect and you'll start to notice a lot of the people who are in there chatting aren't chatting with you, they're chatting with each other and that's kind of cool. And they start to connect with each other and reply each other as well it just becomes this great thing.

And when you – and in anything, if you are the person who facilitates these interactions in your community whether it's a live meet up, whether it's Periscope, whether it's a conversation on your blog, it just only heightens and levels up your brand, you become that focus point even though people are there and talking to each other, it's all there because you started this you're facilitating it and Periscope does a nice job and it makes it easy for us to do that.

Okay. So, we just started our Periscope, I guess we're kind of going through a hypothetical starting up a scope and giving best practices from there. I heard a tip the other day from somebody who had mentioned that when you first start out, you're going to have zero people watching because people take time to come on and watch. And so, during those first few seconds however, instead of just waiting there or talking to nobody, you can talk to the replay viewers.

Now, when you've finished up with your scope, there will be a replay that's available on Periscope, there'll be a link and people can watch it for up to twenty four hours after that scope goes live. The cool thing is when people watch that replay, if you talk to the replay people when you start your scope, you're actually talking to people who are going to watch this later and you can say a few things that are cool like, hey, what's up replay viewers. Thank you for watching, make sure to tap on the screen and share your heart – your love. If you tap on the screen, what happens is you get hearts and we'll talk more about that in a second.

But, you can give them some instructions and just welcome them so that when they start watching the replay, it's not just silence, but they're there they're already engaged and listening to you and perhaps helping you out with giving you some hearts too.

Chris: Absolutely. The other thing that I found also is that when you – when you first start broadcasting, it's a nice way to be able to wait until you get a few more people into the live stream to just converse quickly and engage with the audience a little bit, ask people where they're tuning in from that, I mean everybody wants to share where they are and what they're up to. So, I usually ask that question, I sometimes ask what they're all about, you know, what do you do for a living, what's your passion, what do you do, what do you like to do on, you know,



— you know what do you like to do on a holiday, where do you spend your time on the weekend.

Just little things little chit chat just to get things going just like you would have sort of almost like in the beginning of a cocktail party or a dinner where you would get people sort of just at first dribbling in bit by bit and then before you sort of start the real party, you just sort of going around chatting with each other. That's exactly what I do at the beginning of my broadcast.

And actually, Pat you and I both do this when we speak live, before we go on stage, we make it a point to go through the audience a little bit and actually converse with the people that are sitting there right there ready and waiting for us to keynotes. And that really, for me, that's a big plus as well, that's a big plus.

Pat: Yeah, for sure, absolutely. I mean I do that because it makes me feel more comfortable, but also it makes people out there know that, you know, I'm somebody that's friendly, somebody that they know is actually paying attention to them. And when you ask questions like, hey, where are you from, what do you do, what time it is where you're at, those are all fun little things that people can quickly answer is sort of training them to start communicating with you on that scope and it's also showing that, you know, you care about them.

And, I think it was James Schramko who said, you know, one of the best ways to grow as an influencer is to stop trying to be so interesting and start getting interested. So, when you give other people an opportunity to share what they're up to, they're only going to be more connected to you in that way, you just have to give them permission to do that.

And so, that goes a long way with another thing that's an important point especially for Periscope users who are there live with the community is you really have to know that in order to get something you need to ask. You can't just sit there and talk about yourself all day and expect people to answer and start talking, but when you ask questions, that's when people start to chime in and communicate and you can ask whatever you want, it's your show. And so, be open to have a conversation, some things I like to do is have people choose between A or B or 1 or 2 and people can just easily tap in 1 or 2. For example, hey, if it's morning where you're at, press 1, if it's evening press 2. And, you know, those quick little polls go a really long way with that interaction as well.

And that again, the whole point of this Periscope thing is, yes, you can provide value, but in addition to that you are actually interacting and letting the people who are there in your community or the people who are just getting to know you, you're letting them participate and participation, you know, breeds support, so, yeah.



Chris: One thing, one other thing that I do that actually works really well and it's good to know from a broadcaster perspective as well. When I get on a scope and actually regularly throughout the – the scope and there's one thing that I actually want to – I have a tip that I want to share which is absolutely revolutionized the amount of people that have been following me. I'm a hundred percent sure this is the reason why I've had so many people following me.

Now, I'm looking at, Pat, he's doing something to my head or something on the screen. For you guys that are listening to the audio podcast, he's squashing my head or something on Periscope right now.

But, no, there's one thing that I've done actually that's worked really well and I'm sure it's contributed towards getting more followers which is important because they do get those notifications when you go live. Actually, there are two things, the first thing is that when I threw out – regularly threw out the broadcast itself, I'll actually ask regularly, if you're new to [DuckerScope](#), type in the word new right now in the comment section. And every single time I asked that question, there's always a flurry of people that go ahead and actually follow that order and they type in new. And that allows me to specifically call that person's name out, specifically, and as I say this right now, Lisa has just typed in the word new to my comment stream on my broadcast. Hello, Lisa.

You see what that does? Now, I've been able to acknowledge her, I'm embracing with her immediately and the fact that she's on my Periscope broadcast. And that's important to me because I'm not doing this for fun, I'm doing this to be able to hang out with cool people. So that's the first thing, ask people if you're new type in the word new. And not just at the beginning of your broadcast, do that several times throughout the course of the broadcast because and this leads me onto my next tip.

People come and go on broadcast all the time, they don't stick around forever they come and go all the time and because of that, it's important to make sure that you hit almost like a virtual reset button in your broadcast, okay? So, every five minutes or so and that sounds like it's quite a short time, but it's actually not, every five minutes or so as you're talking away and conversing, every five minutes or so, hit that virtual reset button and turn around and say, hey, and if you're just joining us, thank you so much for joining us here us on DuckerScope. It's great to have you here. I very much appreciate you. We're discussing XYZ this morning, so that it can help you get ABC.



So, getting back to what I was saying, blah, blah, blah, blah. Just doing that little virtual reset button has I believe enabled me to engage with people immediately with the type of content that I share on Periscope very, very quickly when they come on like within thirty seconds or so as people come and go. And, I'm a hundred percent sure that that has allowed me to garner more followers since I've been doing that in the last couple of weeks.

Pat: Yeah. I mean it's – it's important to do that, like you said people go in and out. I've had a few people mentioned that they are new here as well, RQ Associates and a few other people as well, somebody with the handle that had the word Luna in it. I missed it, but I apologize about that.

But, it is so cool when you're on the other end. Check this out. When you're on the other end and you see the person who's doing this live broadcast, call out your name and mentioned you. It is one of the coolest feelings in the world and you forget that when you're broadcasting. But when you're on the other end, it's pretty awesome to hear that this person is actually paying attention to you. I mean it's amazing, I remember back in 2006 I believe or – no, no, no, excuse me, 2008, when I was first getting into blogging, Chris. I stumbled upon a live stream by Darren Rowse. I think it was on [ProBlogger](#) or Blunt TV or one of those old ones where you have to have a webcam in front of your computer and that's the only way to do it because mobile wasn't big at that point.

And he was doing a live broadcast, I went on, I asked a question and he answered my question. This huge big time blogger, Darren Rowse from ProBlogger.net answered my question and that was super inspirational. I'd fallen in love with him ever since.

So, those call outs are really, really important for those of you who have followed our brands for a while who may have heard some content about webinars. You'll hear a lot of similarities because webinars are very similar. And when you start a webinar, one of the best practices is to welcome everybody, to let people know, you know, why they're there, but also to call people names out, hey, where are you guys from, let me know where you're at, thank you, Jim, thank you, Carole, thank you, Debbie. I appreciate you guys for being on.

And even if you don't get to everybody's name, the fact that you're calling out people's names just shows that, (a) it is live and it's for real, but also that you're actually paying attention to the audience in whole -- in whole, so that's so awesome.

So, okay, so moving on, we've have a few people who are watching live now who are probably first time Periscope users. They're wondering what the hearts are for. Let's talk about the hearts really quick. So, what are the hearts for?



For me, I feel like it's just a way for you to kind of applause and clap a little bit. You know if you're on the other end you're watching all you have to do is tap the screen and hearts pop up on little corner and the heart color corresponds to the color of your avatar if you're watching at scope. And, that's your way to just say, hey, nice, I like that, good job. And so, we see a number of people hearting right now, so they must like what we see.

And, one of the cool things that I like to do, Chris and one of the things that, you know, a lot of people think these hearts are kind of useless and, you know, on one end, yeah, maybe, I mean they don't really matter kind of, you know, they're just hearts and people can tap away as much as they like. But for me, when I watch my replays and I do this, I very, very much so do this and I'm not sure if you do this too, Chris, but when I have content that I'm sharing maybe I go into a Periscope and it's my top three tips about whatever topic. I go and watch the replay and during the time when I'm actually watching myself give this content, I see when people are giving me hearts to kind of pay attention to what it is that I just said that triggered that heart, you know, spill or flood, the flood of hearts. And that gives me a point, it gives me notice that, okay, that's something that – that really stuck and maybe I should continue to say that or maybe I can expand on it, maybe that could become blog post, maybe that could become a product or, you know, those types of things are really important to me.

And so, in that way, the hearts are really cool and why I really like paying attention to them. That's why more so – or excuse me less so than other people, I don't always ask for hearts, maybe not as much as I should, but I know when you ask, you're getting people tapped. But I like to have people heart on their own so I know what they like about what I'm saying.

Chris: Yeah, I agree. You know I actually agree with everything that you've just said -- everything. I will add however that I think that, you know, I mean hearts are like social metric to a certain degree as well I think, you know, it is almost like a virtual applause. I'm sitting here right now, anybody that's viewing my scope maybe can see me on yours as well, I'm sitting here right now with little posted note with the words, tap here written on it.

And let me tell you something, every single time I'm on the screen with that little tap here post it note on my shirt, people will give me hearts. If I flip the camera over to Pat where there's no hearts involved or when there's no call to action involved to actually tap and give hearts, the pat slow down or rather the hearts slow down. The pat might slow down as well, we don't know...

Pat: Did you know that pat is tap backwards?

Chris: Yes, I did.



Pat: Mind blowing.

Chris: Is that why they called you flat pin?

Pat: Yeah, that was my nickname in college.

Chris: [Laughs]

Pat: That has nothing to do with Periscope. I know you just wanted to say that.

Chris: I know because every time I say it, it's just the funniest thing for me. I don't know why.

Pat: Flat pin. You're probably dyslexic or whatever when you say that.

Chris: Flat pin. Okay. So, but, getting back to the hearts, you know it is a bit of a social metric – now, I've got flat pin on my head. It is a bit of a social metric, it's a bit of a vanity metric, right? It's almost like those Facebook likes when everybody will sort of working hard just of try and build up their Facebook pages, and were like, I want likes, I want likes. Some people even bought likes, they wanted them so bad.

But, ultimately, you know, I think, I don't know man there's – I don't know how you feel about this, but for me personally, I think there's something more to these hearts that is not out there as public knowledge right now. Something tells me that they're going to have some kind of a – I don't know, I can't quite put it into words because I'm not quite sure what they're going to be, but there's something telling me there's something niggling away at me saying that these are going to be more than just a kind of a social handclap count. This, I don't know, maybe it's a ranking thing maybe it's not, I don't know.

Pat: Potentially, I mean that's really interesting, some people in here are saying, well, when you start to do that and people are going to buy hearts, they're going to sell hearts and, you know, that always happens and that sucks. But, I mean the hearts are cool, I think if anything at it's at least social proof, oh, my gosh, this person has fifty thousand hearts, I should definitely pay attention because other people love him too or lover her too.

Chris: Right. Right.

Pat: So, that's level one, but you might be right, I mean really it's just to see, oh, well, maybe there'll be a ranking situation at some point or maybe categories and you can rank in different



categories that might be kind of interesting as well. And so, you know, maybe the hearts play a role on the algorithm and maybe it's algorithm with the followers and then retention rate and time viewed and, you know, all those other – all these other metrics that Periscope actually pays attention too. You actually see those metrics, how many people were on, the retention rate, the total viewing hours which is kind of interesting to see that sometimes when I finish this, I see that the total viewing hours is like forty two hours across all the people add it up together and I'm like, wow, I've just shared forty two hours with people essentially which is pretty awesome to think of.

And, the thing that blows my mind away most about Periscope is here we are we're talking live now, I don't know how many people you have on your end, Chris on DuckerScope, but on PatScope right now there's about fifty or sixty. And, you know, we go to events sometimes and speak and sometimes there are less people in the audience, yet we spend days preparing for these presentations. We fly there, we travel, and then all of these other stuff that tires us out and here we are with just a button or two, we're able to talk to provide value to hundreds of people all around the world who don't have to travel to come and see us and it's live and we can interact. So, man, this is just – this kind of stacked up against public speaking is a really interesting thing when you think about it.

Chris: Well, I think also it comes back to the fact that, you know, I know a lot of people who have been speaking for a long time and they've been actively speaking who have stopped doing so much travel, they've stopped doing so much speaking, they've stopped doing, you know, these huge tours where they're on the road for sort of five, six weeks in a row because it's tiring, it's exhausting. Honestly, I think the payoff is not as big as it used to be.

Now, for you and I who love being in front of a live audience, that will never disappear completely, but one thing is for sure, you know, I did about twenty eight, twenty nine gigs worldwide in 2014 which was insane, but I was...

Pat: That is insane.

Chris: Yeah, but I was promoting a book, remember that.

Pat: True. True.

Chris: I was promoting a book. So, you know, I would go to, you know, one state and do sort of four, five gigs in the space of literally the same amount of days if not less. One day in Australia last year, I did three gigs in one day; morning, after lunch, and then in the evening. So, you know, it really comes down to I think understand that, yes, it's not going to replace public



speaking, that's for sure particularly as a brand building ingredient. However, what I do believe is that it will change the way that people are interacting with the online communities. This is not a YouTube video, you know what I mean?

Pat: No, that's not.

Chris: And right now, Periscope – Periscope doesn't allow you to search for keywords, so, you know, really it's all about the broadcaster, what following he's already got, how many followers they've actually amassed not only from Twitter, but also from obviously over on Periscope specifically as well. And somebody just commented on my screen and Leanne, I'm going to comment you on this, the interaction is gold, the interaction here is gold. It's the weirdest thing to try and get your head around it at first, but once it starts it's almost quite addictive.

Pat: It is.

Chris: Because it's a P to P content create a market type of individual like you and I are. If we're like that, then this is like – this, you know, this is like, you know, I mean not that I've ever done this and I'm genuine I've never done a drug in my life, but I can assume that this is like getting high literally.

Because it's that instant gratification that instant feeling of people not only tapping the screen and giving you those hearts, but then also that instant feedback on things that you say and, you know, ideas that you present to them and value that you share with them, you cannot for me right now, this is why I'm doubling down, you can't beat it right now. You just can't beat it. It's a buzz, it's a true buzz.

Pat: It really is. I mean whenever I finished scope whether it's a five-minute scope or like a twenty-minute scope or even an hour sometimes, you know, I feel awesome coming out of it. I feel like I can conquer the world, you know, at that point.

Somebody was asking this was Mobile Matters Co here on Periscope on PatScope right now, was asking about frequency. Well, how many Periscopes should we do, how often, and maybe how long they should be, we can get into that question. So, how many Periscopes is right? What's the right answer?

Chris: Well, I mean, look, to build a following on Periscope, one is – one thing is brutally, brutally clear and I think actually the same can be said for a blog, for a podcast, for a YouTube channel, anything at all content creation and opting wise, but definitely I've seen it. Those have grown followings on Periscope quickly in the short space of time that it's been up and running



and done it well for the right reasons and, quite frankly with the right community, they broadcast – they are broadcasting often, they are doing it consistently whether it'd be once a day, five times a day, some people are on you know. Maybe they are doing it, you know, Monday, Wednesday, Friday, whatever the schedule is I think it's important to put some kind of a rough schedule in place and then go ahead and actually make sure that you don't deviate away from that schedule too much.

I think that, you know, once you start doing that and I've actually, you know, I've missed the other – I basically – I basically broadcast every single morning in the Philippines, Monday through Friday, it's around 10:00 AM my time here in the Philippines which is around 10:00 PM Eastern time, the night before. I will pop on for around about thirty minutes or so, sometimes a little bit longer depending on what we're discussing and how well, you know, how big the audience is and all that sort of stuff. You know I'm not going to leave a hundred and thirty, a hundred and forty people hanging; I'm going to hang out with them for a little bit longer obviously.

Pat: Right.

Chris: So, but I have found that, you know, just following that rough schedule has helped me garner a very, very loyal following for #DuckerScope. And, you know, you can – you can search that hashtag on Twitter and you can see exactly what I'm talking about. I get people not only tweeting me after the show, but even during the show as well if they're, you know, if they're watching on the web, you know, Periscope doesn't allow you to physically comment while you're watching on your desktop yet, only on the mobile though, although I'm sure that's going to happen sometime soon.

But, one thing that I have seen is that people will actually miss your broadcast if you're consistent, people will miss your broadcast.

Pat: Like miss it like, oh, my – oh, man I didn't get to see it?

Chris: Yeah, exactly. I've actually had people tweet me saying, yo, what's up, Chris? No DuckerScope today? What's going on? And I'm like, I'll be on later on, I was actually doing some work, you know what I mean? [Laughs] That kind of thing. You know I'm on the meeting or something in those lines, you know, so it's one of those things. You know if you do it consistently enough, I believe that, you know, that in itself is – is enough to build somewhat of a loyal following, but obviously at that point, you've got to stop providing that value and providing what I would say, you know, provides solutions to people's problems. Listen to your audience and then create the solutions to their problems and their struggles.



Pat: Right. Listening to your audience is huge and I ask my audience this question the other day on Periscope, which one do you – would you prefer, Periscopes that come out scheduled, you know when they're coming out, you know ahead of time when they're going to happen or do you like the random ones. And for a while I was just doing the random ones and then I kind of got into this rhythm where I get up in the morning and before I get to work or kind of during my miracle morning routine when I'm writing my journal, around that point, I start up the day with a short Periscope. And then, when I'm recording at night, maybe I'm recording an episode of Ask Pat or I'm getting, you know, ready to do some work after the kids go down, I do one then as well. And, you know, like you said people begin to expect when those things happen.

And, I don't think there's any wrong answer in terms of how frequent you should do it, you just have to be consistent like you said. But, also beyond people liking the scheduled stuff, we got a lot of people who said they like the random ones too because they like the surprise, they like, you know, just whatever is happening. I did one today at a random time where I was just reading Harry Potter to my kids. And so, that one had nothing to do with business, but it was kind of a cool glimpse into my daily life and a lot of people enjoy that one and so, you could mix it up a little bit.

And that leads me to the next topic that I want to talk about are what are some ideas for things that people can do on their Periscope. Now what types of content what types of value can people provide or what types of scopes can people do this will help get people ideas because I know a lot of people who have tried to start Periscoping or even try to do YouTube video and they're there with the camera, they're ready to go and then they're like, I don't know what I'm going to say, I don't know what I'm going to do and it just takes a little bit of structure and a little bit of a theme for example of that particular scope. What do you have – what do you suggest? Maybe we can go back and forth on different kinds.

Chris: Yes. So, you know, remember when you were at school, there is always one day of the term or the year or the month or I don't know maybe it was a week, I don't know. But in the UK, we did this, I don't know probably once every – maybe twice a year or something, show and tell. Do you remember show and tell at school?

Pat: Yes.

Chris: Right. Everybody would get so excited they would get all amp up and, you know, no sugar required, the kids would go crazy. And show and tell to this day is still one of the best things that you can do as a content creator. Show people where you are, tell them about where



you are, if you're, you know, if you're walking around the city and there's good data, then go ahead and show people, you know, exactly what you do and what you're up to.

You know I was – I was randomly on the scope, I think I was just doing a random Q&A one day as well with my audience and somebody asked, hey, can you give us a tour of your home office? And I was like, sure, okay. So, I unclipped the phone from the tripod that I use when I'm scoping and I start to just randomly walking around my office and it's not the most interesting office in the world, but I decided, you know, walking around it and showing people my book collections, some of my, you know, magazine clippings, and newspaper clippings, and, you know, I've got a signed, you know, a huge sign, you know, poster photo frame thing of Magic Johnson and Larry Bird, you know, you've been to my office. I mean, you know, here at my house.

You know all these things, you know, this is where I sit on my bean bag when I'm reading a book, this is where I'm doing this, blah, blah, blah and people loved it. They ate it up. Show and tell is huge for scope because people, you know, why are they watching? They're voyeuristic, man, plain and simple. They are voyeuristic. They want to know what's going on in your life. It's not just about value, it's also about curiosity as well. So, you know pique their curiosity, show them what you're all about, show them what you're doing.

A couple of week ago, I was on a scope and somebody asked about my book, so I decided about my book and read an entire section of my book to them and I was just sitting at my...

Pat: That's cool.

Chris: I was just reading them, you know, my book. It's like the audio book version for free on Periscope kind of thing. So, just, you know, there's no right or wrong thing, well, maybe there's a few wrong things, but I mean bottom line, you know, try a bit of everything.

I love the show and tell, one thing I've been doing as well which has been working really well for me is actually showing people what I'm doing on my computer screen, so I flip the camera around and show them what they're doing on my computer screen. Somebody asked whether I would show them how I – how I actually kind of design and work through my scheduling because I'm a big schedule freak, as you know to manage my time and what not.

Pat: Yeah.

Chris: Somebody asked whether I would show them, you know, what keynote presentation I was working on recently, that sort of type of thing. So, you know, for me it's just, you know, try a little bit of everything and, you know, there's going to be certain things work really, really



well, but then there's going to be some things that don't work so well and you have to take note of those and you just avoid them in the future you know.

Pat: Right. Okay. So, my idea is one that I've done quite often now and it's sort of an AMA or an ask me anything. These are very popular on Reddit and on people's websites. You can just simply do if you have an audience already an ask me anything. If you don't have an audience, so we'll get to that question. Tony in the chat here had said, well, what do you do when you have zero – you've got zero followers like where do you start and when – how do you stop yourself from saying screw this?

So, we'll get to that in a second.

But, if you have an audience even a little one, an AMA an ask me anything will do very well. Just give people an opportunity give them permission to ask you whatever and then kind of just good etiquette with an AMA is you honestly answer those questions. That's kind of the cool thing about those AMAs. I like the show and tell idea as well. One thing take that the next step is to do on unboxing. So, if you get anything new, Periscope that opening, share your reaction that sort of thing. Those are super popular videos on YouTube and you can do the same thing. Maybe you get something on Amazon that you know is going to be interesting whether it relates to your audience or not, it relates because it's you and you are building a brand you are building trust, hey, guys check out this new package I got, I want to show you what's inside. This is why I got it. I don't know maybe there's an opportunity and I'm not saying you should do this, but maybe there's an opportunity for you to even say, hey, if you want to get this, here is a special link, it will take you to Amazon where you can get it and I do earn a commission if you go through this. I mean I can imagine somebody creating an amazingly popular Periscope channel where they just unbox things all day you know?

And then, maybe companies send them stuff to unbox and they just unbox every which thing in their house that's just full of crap because so many people are watching and when you can build a large audience like that. Maybe I should try that, maybe I should do an – maybe I should do an unboxing channel just for fun and experiment with that, maybe not, but you know that might be interesting. So, yeah, that's another idea.

What, you know, let's keep going back and forth. What about you, Chris? What's something else that you like to do?

Chris: Yeah. The AMAs and the Q&As work really, really well, there's no doubt about that. I did one earlier on today like I said it just it surprised me. And what I like – what I love about those is that you can go back and forth real rapid real fast and, you know, what do you do on the



weekends? I do this. How do you think about this? I do this. What football team do you support? Boom! Bah, bah, bah, bah, bah, bah, bah. And it's just, you know, people get a really, really good idea with the type of stuff that you're into and what you're all about in a very short space of time. So, they do work extremely, extremely well, there's no doubt about it.

Another thing that I like to do and this is maybe not for everybody, but I do the odd Periscope broadcast that I call Scotch and Scope.

Pat: That's cool.

Chris: Now, you better be careful, you got to be careful when you involved alcohol. [Laughs]

Pat: You got to be careful when you involve...

Chris: Oh, yes, yes. Contrary to public belief, thanks to Patrick Flynn, I'm not a raving alcoholic.

Pat: No, no, you're not.

Chris: But I do like my scotch, so what I'll do is actually and I did this a little – a couple of weeks ago when my wife was doing an overnight kind of sleepover birthday party thing with the little one and I was left in the house all alone, what am I going to do I'm going to hangout, I'm going to hang out in Periscope. So, I got a hold of couple of glasses of scotch and I started drinking and playing some of my favorite blues music via iTunes with my audience. Before I knew what was happening, it was an hour and a half in, I wasn't drunk or anything like that, don't get me wrong, I wasn't drunk really, but I was...

Pat: Guys like I got tell you I love you so much.

Chris: [Laughs] Remember the time we were hanging out, you know, all that good stuff. Something like that. But, what I'm saying is that it enabled me and it actually hit me because I did an infographic and allow me to give this URL out if it's okay, Pat. I did an infographic on Periscope

Pat: No.

Chris: That has been...

Pat: Go ahead.



Chris: Which is actually being received extremely, extremely well. So, if you guys want it, ChrisDucker.com/periscope, go and grab it right now. For you tuning in on Periscope, you can get it immediately for those of you that are listening. Well, you can get it also immediately as well, but you know what I'm saying.

But, yes, so, and one of the things that I -- I said on that infographic when I put it together was acts as if you're hanging out with a friend and so, scotch and scope as a concept as an idea is exactly that. Yes, I get questions about business and yes, I got silly comments every now and then, I've even had some people swear at me and I don't care, I'll just block them. It is what it is. But, to sit there with a glass of scotch playing some blues talking about music and concerts and hanging out and, you know, memories and all that sort of stuff, that right there is like you're hanging out with a friend in a restaurant or at their home like you and I have hang out at your house, you know, by the -- by the fire there and we've drank scotch together. And, yes, I've -- I usually outdrink you I get that, but I've got a few more years...

Pat: I can't drink scotch.

Chris: No, you can't.

Pat: I'm learning.

Chris: He's a real lightweight when it comes to scotch.

Pat: [Laughs]

Chris: But, no, the bottom line is that, you know, that's what you and I did, that's what friends do and it goes back to that principle of P to P, people to people. Make real life connections, people are way more likely to buy from somebody that they know, love, and trust. And if you build up that trust with somebody by creating that kind of open communication with the people that you're hanging out with, not just on Periscope, but everywhere else online and when you get to meet in person. If you create that kind of relationship, not only are you going to be serving them better, but ultimately as a business owner you're going to be making a lot more money because they'll part with their money gladly because you're helping them because they love you.

Pat: Right. Now, one of my favorite things to do because again I have an audience already is I like to survey my audience, I like to ask them questions. So, the title of the scope will be for example, you know, three questions that can help me help you or something like that, you know, I need work on the coffee. But, you know, the idea is getting people on and then giving



them permission to answer a certain questions that are going to help you serve them even better down the road.

So, for example one question we can ask everybody who's on right now is, you know, what is your business. And so, you can get an idea of kind of who is in your audience. You can ask what's your biggest struggle right now which is a question that all of us should know to ask people in our audience no matter what platform we're on. You know serving your audience is great, that was a -- a few people suggested that here in the room – the Periscope that we're watching right now.

Another one that I like to do is to, you know, obviously provide value almost do like a mini sort of presentation and not, you know, I want to say presentation in a formal way where there's slides, I mean maybe you can use one or two slides. I have watched Periscopes before where they flip the screen around and they show certain slides and, you know, maybe there's four slides, [Jason Van Orden](#) does this very well.

But, you know, it doesn't have to be super formal, but where – where you're there and people know that they're going to learn about topic X. So, hey, guys check out this scope, you're going to learn five ways to get more viewers on YouTube. This is [Amy Schmittauer](#) for kind of content you know. And it's, you know, you know that when you go on there, that's what you're going to learn and people can sit down and if that's something they're interested in, you know, they're going to be there and interacting with you, you can, you know, dig deep into kind of what other thoughts they have or they might ask you follow up questions which are great.

You want to pay attention to what those follow up questions are on those topics because you know those are holes that need to be filled that you can then fill in in a blog post. Or, maybe you take this content and maybe you do a Periscope as sort of a warm up precursor to a YouTube video that you're about to create. And those little conversations that happen within that Periscope can help you with the content that you're going to put in whatever other platform that you want, a podcast, whatever. So, there's a lot of things you can do with that as well.

And, you know, top three this, number one tool to do this, those are kind of good frameworks for – for topics that, you know, a lot of people will click on. I did one the other day that was three marketing tools you probably haven't heard of before and that one quite a bit of clicks, quite a bit of hearts and a lot of people love that one as well. And then, whenever you do one of those top three things or top five things, you know, save your best for last, but also tease it along the way as you're going as well. You know you want people to stick around a longer time. I think that's one of the big challenges that all of us have who are doing live broadcast now is



how do you keep people on, you know, how do you keep their attention. It's very, very simple to just say, no, screw this, I'm out of this scope. And, you know, I can't tell you how many scopes I've watched that I'm just like, wow, this is – nobody's talking, why am I here? I'm out, you know.

Chris: Yeah. Yeah.

Pat: So, those are things you have to pay attention to. So, those are just some ideas for content that you can use in your scopes. We're closing up here on the hour and I want to make sure to respect people's time and obviously this is something that's very exciting to both of us right now and everybody who's watching live on Periscope.

And for those of you who have listened this far in this particular podcast episode, obviously this is something that you're thinking about doing or something that you're interested in, so let's for the beginners out there, Chris and Tony who is on PatScope who asked, okay, well, what stops you from just saying screw up when you start from scratch and you have zero people watching or maybe one or two people watching. How do you best get started and how do you start building an audience from scratch because, yes, we started with a Twitter following already.

And, you know, so connect to your Twitter account, that's going to help you, but if you don't even have that, like is this even worth starting or is it worth starting another channel first to then get people onto Periscope? What are your thoughts on that?

Chris: Yeah. Well, the first thing I would say, if you're starting out and you have absolutely no community at all, first and foremost, get over yourself, seriously. There's absolutely nothing wrong with starting from scratch, I'll tell you why because I did it before, Pat did it before, anyone that's got any kind, any kind of community anywhere in the world online or off, all started from scratch period, so you've got to start somewhere.

But what I see for sure is that people that do stuff from scratch today in this kind of economy in this kind of world, those that are really, really consistent and those that really hustle up and work hard and I mean really hard for the six or so months or so, they are the ones that have the most amount of traction out of the gate. You cannot expect people to follow you just because you happen to be popping up on Periscope once a week. Now, if you start from scratch, you're going to be popping up in Periscope three times a day. You understand what I mean?

You got to work hard to build up that community. You've got to be found, you've got to be seen, and you've got to provide value because if you're not doing those things, then obviously it doesn't matter how many times you're going to be getting onto Periscope or anywhere else for



that matter. If you're not providing value and if you're not allowing yourself to be found, then, you know, people won't find you, they won't follow you, they won't consume the content that you're putting out let alone share it with the people they know love and trust. And ultimately you won't get any kind of community.

So, that – that, you know, I get it, people start from scratch every single day, but understand that anybody is in a position right now of any kind of influence all started from scratch at some point. So, don't let that hinder you, don't let that, you know, that negativity or the, oh, there's so much to do, I don't know, you know, what am I going to do, I don't know where to start. Just stop, like Seth Godin says you got to shift it, you can't be sitting on it forever.

Pat: You've got to shift and you've got to keep going with it. And, yes, there are maybe scopes you do in the beginning where there's nobody watching, but maybe that next one, five people watch and then those people share and they like what they hear and maybe more will come later. And it's just – it's just you got to keep going and as long as you know that it's a process and it's going to take some hard work in the beginning, you know you're going to find success. We've had a lot of people here on PatScope actually mentioned how they started from scratch and now they have hundreds, thousand. Somebody mentioned they have five hundred thousand Facebook followers that they've started and they started from scratch as well and that was with no ads as well.

So, congratulations everybody out there who is taking action. And if you're starting from scratch, you know, hopefully this is motivating you and not discouraging you. And, just know that we all went through the same thing, when you first start out, nobody is there, it's quick it's difficult, but that's part of the fun and that's part of what entrepreneurship is all about is these challenges. This is your first challenge, as you grow and you get a thousand subscribers you're going to have a completely different challenge.

Chris and I both have several challenges in our business right now and we're going to have more in the future as well, that's what being an entrepreneur is all about, it's about overcoming these challenges, being met with these hurdles and figuring it out and learning from hopefully like you're from – you're learning from Chris right now and myself with the experience I have on Periscope, how to use this if it makes sense for your business as well.

So, Chris, any final thoughts here, let's talk about just like one would do at the end of a podcast episode, at the end of a video. Is it okay and how would one go about adding a call to action into their Periscope?



Chris: Yeah. Okay. So, I've tested this quite heavily. I've tested several different CTAs, things like please go ahead and share, please go ahead and follow, please go ahead and give me hearts, and one thing I have seen without a shadow of a doubt is that those three things; shares, following, and hearts on Periscope, yes, they are all CTAs, they are call to actions, however they don't really count on Periscope. It's the weirdest thing.

You can get away with asking for hearts several times for followers several times for shares, several times. Don't feel bad about it, the fact of the matter is just like when somebody buys a book on Amazon, they don't feel obliged when they're done reading the book to go back to Amazon and actually do a review, do they? No, they're not forced into it. But if you ask them to do it, they're more likely to go ahead and do that. When you ask people do.

Leanne has just commented on my scope at my end saying exactly those words and it's a hundred percent true so likewise with CTAs on Periscope. And here's the reason why I don't think they really – why they don't mention or rather why they don't count because they're all Periscope-related CTAs. It's easy for somebody that's have the screen, it's easy for them to share them and follow you. But what's not easy is when you say if you like today's show here on Periscope, I'd love for you to head over to ChrisDucker.com/periscope to check out a great infographic that I put together that I know you're going to love learning more about how to use this fantastic app to be able to grow your personal brand online.

Now, that's a CTA right there, that's my twenty-second elevator pitch to get somebody from Periscope back over to my blog.

Pat: Right.

Chris: So, they can see that infographic and hopefully go ahead and actually opt in to my e-mail list as well because they like what they see. But that's not an easy CTA to do, but the fact of the matter is if you don't do it, you won't get those visitors back to your website.

Pat: That's true.

Chris: So, you know, the title of the tape is quite frankly if you don't ask, you don't get, you must ask and that's why it's called a call to action. You're calling somebody to take some kind of action.

Pat: Right. It's okay to do that and I think it's really you're right to do that. If you've especially provided a lot of value, you have the right to ask for certain things and, you know, you can go overboard with that too, right Chris? Like you could ask...



Chris: Oh, yeah.

Pat: Okay, here's this website you want to go to, if you're interested in this, here's that web, then you give people too many options and then nobody takes any action.

A couple of Periscope call to actions to follow, share, and heart, that's okay, that's easy to do, that's something they do then and then they forget about it forever. But going to ChrisDucker.com/periscope, that is very important because what happens is as you start to build your audience and authority on Periscope and your existing followers are there, you're getting new followers on there as well, you always want people to go back to your home base which is your website. You always want people to go back because that's where all the action happens, that's where you can then finally collect their e-mail address and then you can get really personal and into the, you know, campaigns and the courses that you have to offer, anything else that you have to serve that audience as well.

So, build the audience, but also remember the most important call to action. Hopefully, all of you who are doing this is at the end, at least get people back to your home page, if not, a specific landing page for people watching on Periscope as well.

So, Chris any final thoughts as we close up here today here on the podcast?

Chris: Yeah. My final thought is that if you are – if you are the type of soloprenuer, onepreneur or entrepreneur whatever you want to call yourself, if you're the type of person within that particular realm that is building a business based around you, your personality, what you do, the stories you tell, the way you do things, you cannot afford in my mind right now, you cannot afford to not get active on Periscope.

This is personal branding on steroids, it is communication and acknowledging and embracing and engaging with your audience on steroids, you cannot afford to not be involved on Periscope if you are building the business of you. And that's what I truly, truly believe and that is why I sit with my team for over an hour and a half at the beginning of this week and actually put genuine Periscope content on our content schedule for the rest of the year. Actual slots and topics of what we're going to cover, I did that with my team at the beginning of the week. It's going to happen and when I start rolling that content out, people will eat it up. So, I believe that that that's it, you're building a business of you, you've got to get active on Periscope, you can't afford not to.

Pat: I love that. I love that. Thank you so much, Chris. And I had mentioned earlier that you're coming out with something later this year. I am obviously aware of this because we kind



of where there when it all kind of started together after some events last year. So, why don't you give us a brief rundown of what is that you have going on. I am so excited for this and for you and everything else that's going to happen. So, what is this that we have to look forward to hear, Chris?

Chris: So, man and you have been – you've very much been involved in this process the last few years. I think it's probably about three years ago, I first mentioned to you that I wanted to start my own membership community my paid membership community online. And, here we are three years later and it's finally actually going to happen. So, what we're doing is we're launching YouPreneur, that's Youpreneur.com very, very soon. I'm not quite sure when this will go out. It might even be open – the doors might be opened by the time, you know, you actually publish this.

But, YouPreneur is going to be the type of entrepreneurial community where absolutely nobody is going to be left behind. It's going to be the kind of community that I want and needed to join years ago when I started growing my online businesses. And I'm going to be launching it very, very soon. It's going to cover everything from learning from experts, you and I have already shot a video in person for it amongst a load of other people.

It's going to be the type of place where you can get the accountability that you need as an entrepreneur. You are going to be able to cure that entrepreneurial loneliness and ultimately, you know, you'll have that support from people, you know, when you need help and you need advice just like you and I do when we chat to each other, you'll have that in, you know, in a group way where people can not only support you through your tough times, but also can help you celebrate those business wins as well.

And I'm a big believer of celebrating all of the big events in your life and everything that you do. So, if anybody is interested, then hop over to Youpreneur.com. It's a mastermind on steroids. It really is going to be something that I'm hopefully going to be extremely proud of, I'm already proud of just the concepts behind it. And quite frankly, this is my next ten years, bro.

Pat: I love that.

Chris: This is my – this is my next ten years. I am all in on this mastermind community at Youpreneur.com and I can't wait to start conversing with the members. This – honestly, I'm going to close my career out with this one.

Pat: That's awesome, man. I'm so proud of you. I'm really excited. And so, where can people go to I don't know sign up to get more information about this?



Chris: They can head over to YouPreneur.com, Youpreneur.com, simple as that.

Pat: Sweet. And we've been talking about building personal brands today, so that perfectly aligns and now, I understand perfectly why Periscope is such a big player and going to be a big a role in your business in the future and for all the other YouPreneurs out there as well.

You've coined a new term, man I love it. And I appreciate you, Chris as always for coming on the show. For those of you who are watching live, thank you as well and of course, for those of you listening, you guys are amazing, thank you so much I have a few more words for you after we hang up with Chris. But, Chris thanks so much. I appreciate you, bud and we'll connect soon I'm sure.

Chris: Thank you, brother. I love you, man.

Pat: All right. I hope you enjoy that interview with my good friend, Chris Ducker from ChrisDucker.com and Youpreneur.com which is going to be really cool. Also, you can find him at ChrisDucker on Instagram, Twitter, and of course Periscope. You can find me on Periscope at PatFlynn. As a reminder, you got to get the app first on your iOS or android device, then you can find us there at Chris Ducker and at Pat Flynn.

And, be careful because you can get addicted to Periscope too. It could be very, very cool and fun and just make sure it doesn't distract you from what you should be doing. But, it could also like Chris talked about add a lot of value to what you're doing and build a stronger relationship with you and your audience as well.

I also want to thank today's sponsor first off a brand new sponsor today and I'm really excited to share this one because this is the tool that I've used and it helped out so much with the clutter of e-mails that I have in my inbox and this is [SaneBox](#). And, you know, I love getting e-mails, but now that I've grown as a business and I do put my e-mail address out there, I get a lot of e-mails. And, it got to a point where I was up to ten thousand unread e-mails and I felt like when people were e-mailing me it was just – I just felt bad because I knew I wasn't going to be able to get back to them.

If e-mails are major pain for you like it was it was for me, then this could be your cure. What SaneBox does is it moves unimportant e-mails out of the inbox into a separate folder and saves you countless hours a day or a week or even a year. And the thing is I had to hire somebody, Jessica to do a lot of this for me manually, but SaneBox can do this for you.



Other features include one click unsubscribing, snoozing on non-urgent e-mails, and moving attachments to DropBox which is really cool. You can prepare to increase your e-mail productivity by at least 25%. All you have to do is go to SaneBox.com/pat to try SaneBox free for two weeks, no credit card required, you can just sign up and get it going, it will show you right away. After that, Smart Passive Income listeners will get \$25 off of membership. So, the deepest discount you'll find anywhere for this tool. Again, that's www.sanebox.com/pat.

Secondly, I also would like to thank [99Designs](http://99Designs.com). For anybody out there looking to add any graphic designs to their business or even start from scratch, 99Designs.com is great place to go because what you do is you upload and share the kinds of designs and images you want, anything from logo design all the way up a full blown website, t-shirts, mugs, book covers, all those sorts of things, 99Designs can do for you.

So, you leave your description of what you like and then, within the course of twenty four hours you're going to get dozens of designers from around the world to submit their best design and you get to pick the favorite one. And after seven days, you're going to get up to hundreds of different designs you can choose from and you get to pick the favorite one.

And then, if you're not happy with the results after seven days, you get your money back too. Plus, with this really cool deal that we have here, if you go to 99Designs.com/spi, you're going to get a \$99 power pack of services for free which is going to give you an additional – additional exposure to get even more designers coming on and designing your particular need. So, again, that's 99Designs.com/spi.

Thank you again for listening. I appreciate you and I look forward to serving you in the next episode of the SPI podcast where we'll be talking with a guest who has had a major influence and impact on myself and what SPI will become in the very near future. This is somebody who has written a book that gave me the formula to do the surveys that I just did that have been completely helpful in terms of determining exactly who you are the listeners and what I could do to better serve you. We're talking with Ryan Levesque from AskFormula.com and the author of the bestselling book, *Ask* next week. So, please subscribe so you don't miss that episode.

Thank you again so much for listening. And of course the show notes for this particular episode can be found at SmartPassiveIncome.com/177. Cheers. Thanks so much and I look forward to seeing you in the next episode. Bye.

Outro: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com.



Links

ChrisDucker.com

Youpreneur.com

[Virtual Staff Finder](#)

[DuckerScope](#) — Chris Ducker on Periscope

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